

UNTOLD SECRETS

EXPEDITE YOUR
JOURNEY TO SUCCESS

BY: @BEJOYFULLYFREE & @DIGITALIMPACTWITHJESS



DIGITAL MARKETING EDITION

Hello!



You might be wondering “why would anyone want to start a side hustle?”

The two most common reasons are to have more time or more money. People don’t typically start a side hustle because they have too much time or too much money, they’re looking for more!

For us, we started because we wanted more of both. Having more money would give us more time.

Enter: Digital Marketing.

We’re two moms, teachers and former network marketers that found our place in the wonderful world of digital marketing. We have failed, a lot, but each time have learned something that can help YOU expedite YOUR journey.

So welcome, we’re glad you’re here! Helping you find success for your family is what we’re most passionate about.

Jessica + Stephanie

@bejoyfullyfree

@digitalimpactwithjess

What is Digital Marketing?

Digital Marketing is the sale of a product that you don't keep inventory of, have to ship, or produce multiple times. Simply put, it is anything that is digital (think ebook, journal, masterclass, course, workbook, help guide, etc) that you take the time to create once, but get to sell on repeat. It is insanely smart and very simple.

To begin, you take something you're passionate about or have a lot of experience with. Next, think about a community that would take interest in that topic. What might they be wondering or struggling with? How can you help solve a problem they may be having?

Focusing on that problem & how you can solve it, what type of product would you need to create? You can also buy a product to resell if someone already made one you love & it comes with licensing to do so.

Do it. Create (or purchase) that product!

Now, you're going to create a brand new social media account. You will talk about your experience, share valuable information that can help others around that product & then position your product as the solution to the problem they're having. You will, in a classy way, talk about the product you're selling every single day.

And that, is digital marketing (with a few other steps sprinkled in.)

Affiliate Marketing vs Digital Marketing

Two 'side hustles' have taken the internet by storm in recent years and show no signs of slowing down. This industry is growing leaps and bounds year after year. Here are the key differences:

A M

Promotion of someone else's product for an agreed upon commission

*network marketing can be an example of affiliate marketing

Reoccurring monthly payments when subscription based

Paid on a set schedule per the company you're an affiliate for

The company you're an affiliate for is ultimately in control (they could discontinue affiliate partnership, close their doors, etc whenever they want)

D M

Promotion of your own products

Keep 100% of the sale price

Can have reoccurring monthly payments with a membership group option you create & monitor

Paid immediately upon completion of sale

You have full ownership and control over your store & products

VS

It isn't necessary to pick just one or the other. The two can pair together! We do both!

The TRUTH about Passive Income

Passive income ISN'T passive, at first!

We know a lot of people on social media are making digital marketing look all “shiny & new” by saying they’re making passive income and you should do it, too. But, here’s the thing.

It does not start off passive. Do some people launch and immediately start making sales in their sleep? Yes. But is that what you should expect? Absolutely not. That’s one of those things that you should just be pleasantly surprised on if it happens because it’s not the “norm”.

So what should you expect?

Well, if you’re starting digital marketing to have more time, just know, that’s the first thing you’ll temporarily give up. Is it worth it? We think so! You’re building a legitimate business, and done properly, it will start to feel more passive and can pay you for the long haul!

At the beginning, just like anything new you start, you have to learn what you’re doing first. Education is key so you’re not wasting time or spinning your wheels.

This is an investment into your future. If you’ve gone to college, same concept. You commit to the education, learn the skills & then start “working”.

Passive Income Continued

Here are your **steps** to passive income:

1. Pick the education you feel most aligned with & complete it in its entirety.
2. Create your social media account to begin building your brand.
3. Create, or purchase, products for your “store” so you can begin promoting them on your social media platform of choice.
4. Show up daily educating, inspiring and encouraging your audience, while directing them to products you offer that could help them.
5. Do this consistently, engage with others, & serve your community by replying to all comments and DMs.
6. Set up an email sequence that will allow you to continue engaging with your audience off of social media, and also share products that way, too.

*Notice we did **not** say you add some products to a store, link it in your bio and expect people will just cruise by your page, click your link & purchase and you make passive income. It does take **work** in the beginning.

In time, once you’ve created a community and they know, like & trust you, you can then start waking up to sales while you sleep. Your reels you created once can continue to be seen, promoting that product indefinitely for you & driving traffic to your site, but, this all does need to be set up and created **first**.

While it might not feel passive for all the setup in the beginning, you can start seeing sales by people who you never interacted with that just stumbled upon your profile, browsed your highlight bubbles & decided to purchase. This is when it becomes passive income.

Do not let this bit of upfront work deter you. Name one other job that can eventually become passive like this that you’ve ever done. It’s worth it!

List 20 reasons why you'd want to start digital marketing... Why?

Because you're most likely going to attract people who want the same things, so it's important to know the WHY & provide the answer to it for them!

Let's Brainstorm!

Use the space below to write down every thought that comes to your mind of things people come to you for advice on, or things you can talk for hours on end about. What are you most passionate about?

The most profitable niches are: health, wealth, relationships, travel, but you can literally monetize any niche! The key to success here is not just picking the most profitable, but the one YOU are most **passionate** about. That's how you truly see profit!

“BRAIN DUMP” HERE:

Grab a pencil, math is in session!

Did that thought just terrify anyone!?

We promise, this is math you're going to love! It's very simple.

Start with your monthly goal, what is it? And WRITE it down!
You're more likely to achieve a goal when it's on paper!

Let's say your goal is \$2,000/mo.

Here's how you're going to break it into bite size pieces so it seems less intimidating and more attainable!

Here are examples of products at various price points you may have in your "store", with how many times you'd need to sell them to achieve your goal!

- \$47- Only 42 sales a month, or, 1-2 sales average per day!
- \$497- Only 4 sales per month, or, 1 per week!
- \$125- Only 16 sales per month, or, 4 per week

Doesn't that help? We love numbers. Having it broken down with this visual makes all goals & dreams seem so POSSIBLE!



GROW YOUR BUSINESS

Action Steps

1

Learn the skills to be successful in an online marketing business!

2

Apply the skills to the niche you selected based on your passions, then set up your product suite & social media account.

3

Consistently **show up** on social media, and begin growing your audience. Present them with the solution to their “problem” by way of your products

Do not place a deadline for success. Building a legitimate business takes time. You don’t want to quit before “payday”, or “six feet from gold”. Be committed to the process for as long as it takes. The only way to fail is to quit! Follow everything you learn & apply it daily!

Next, let's create your social media page!

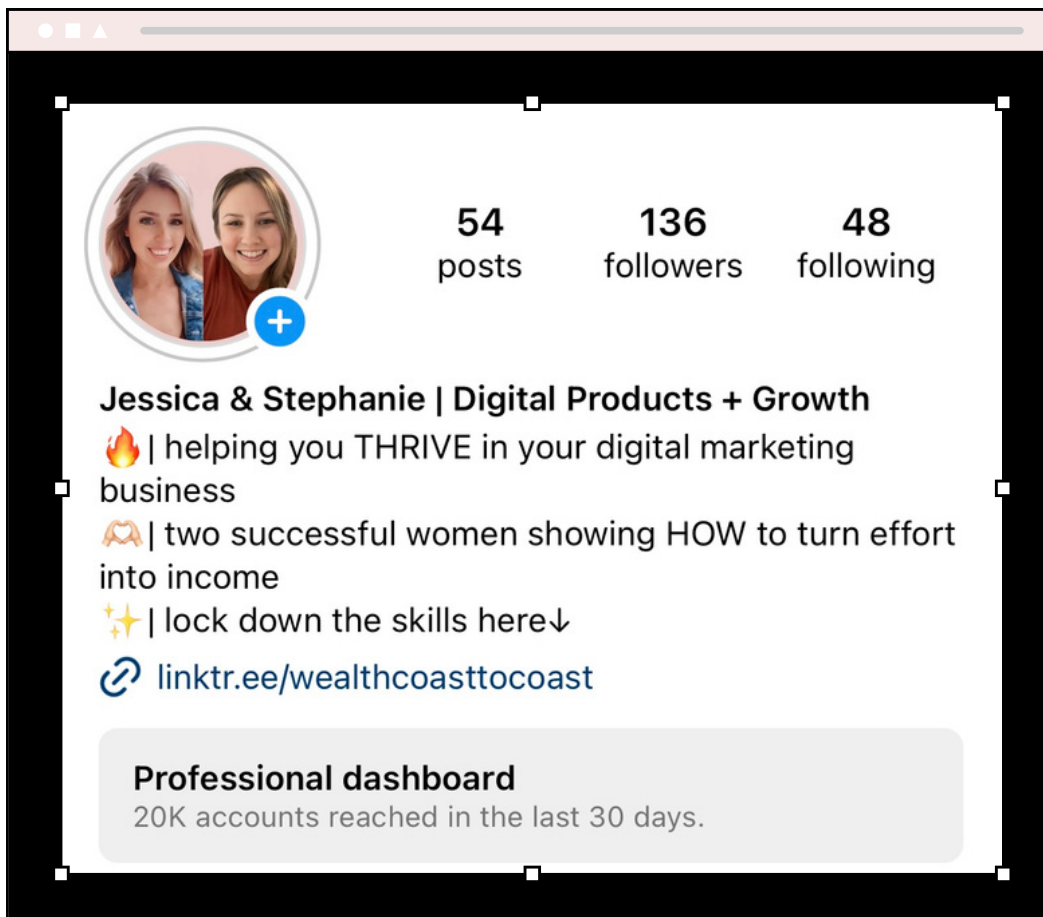
You want to start building a community that will want your product when you launch it. People can't buy from you if they don't even know you exist!

Key things when setting up your social media:

You want a creator account, and you want to start a brand new one from **zero**. You may already have a following on your current page, but unless they're following you for the same thing you'll be talking about with your digital products, you'll want a new page, trust us.

Next, your bio is your resume, so let's optimize it for success!

View ours for an example.



@bejoyfullyfree & @digitalimpactwithjess

If you want more details on how to specifically write your own, just send us a DM!

Get CLEAR on your messaging:

(select all that apply)

Who am I speaking TO:

- | | |
|-----------------------------------|------------------------------|
| ☐ Men | ☐ 18-25s |
| ☐ Women | ☐ 25-35s |
| ☐ Men & Women | ☐ 35+ |

What is the overall theme of my page:

- | | |
|----------------------------------|--|
| ☐ To educate | ☐ To motivate |
| ☐ To inspire | ☐ To bring humor |
| ☐ To inform | ☐ To bring awareness |

What is the main goal of my reel(s):

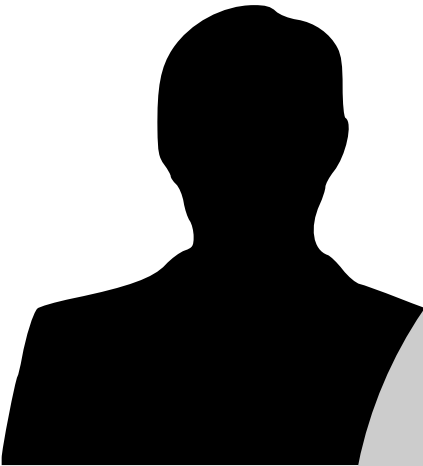
- | | |
|---|--|
| ☐ To gain followers | ☐ To maximize “saves” |
| ☐ To engage in the comments | ☐ To maximize “shares” |
| ☐ To share my product link | ☐ To share MY story |

Is my ideal client:

- | | |
|--|---|
| ☐ a stay at home mom | ☐ looking for freedom to travel |
| ☐ a working mom | ☐ looking to pay off debt |
| ☐ a parent | ☐ looking to retire early |

Thinking about your messaging, goals & passions, let's create a buyer "avatar"! Use what you filled out on the previous page to help & get really specific on who your dream "buyer" is! This is who all of your posts and your messaging will be directed toward, and you need to know WHO you're speaking to!

Avatar Name:



Goals & Values

Occupation:

Age:

#of children:

Gender:

Job title:

Marital Status:

Objections & Role in purchase process

Challenges & Pain Points

Level of education:

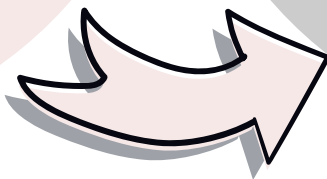
Problem & Solution

Thinking about your dream client from your “buyer avatar”, what problem(s) might they have? How can you solve that problem? The answer is the product you need to create to have in your “store”, and also what your content will be about in your daily social media posts.

Ex. Dream client is looking to launch an online business, but isn't sure how to get started (problem). We provide an educational course that takes them A-Z through the setup and launch process for optimal success (solution).

Problem

Solution



Posting for Success

Every time you go to hit post, you need to ask yourself, “who does this help?” If you’re not sure, go back and make any edits until you are.

While it’s important to tell your story, it needs to be conveyed in such a way that it speaks TO your audience, not AT them.

How do you do this?

Think:

1. Why
2. How
3. What

The key is weaving your story into an emotionally relatable intro to your caption. You want to walk your audience through a “journey” using ‘storyselling’.

Join us on the next page for an example of HOW to do this!



For Example

Instead of saying:

I started digital marketing so I could pay for groceries and here's what I'm doing, "me, me, me"... buy this product so you can pay for groceries, too....

(No one wants to read that. They're likely thinking "good for you, but how does that help ME?" Remember, people are on social media thinking about themselves, not you. Your post needs to relate to THEM and show them how you can help them achieve their desired results.)

Write something like this (a relatable caption specifically for your dream client, speaking to their problems and showing them results + a solution):

Why

"That feeling when you walk into the grocery store and you're holding your breath not knowing if your card will decline when you go to check out...

After feeling that heaviness and fear of embarrassment for far too long, I knew I needed to find a way to change our circumstances.

How

After watching other moms post about making money with digital products, I decided I needed to actually sit down and consider if it could be the answer to my prayers, too.

Guess what, it was!

The sigh of relief when shopping now knowing there is a surplus of money in the account is worth every long night learning some new skills.

What

The roadmap, without a doubt, helped me set our family up for financial success, and now I no longer have to say "no" to the organic strawberries the kids want.

See how this takes the reader on a journey from where you've been to where you are now, telling them the "vehicle" that got you there (the roadmap course), and connected it to a feeling your dream buyer most likely struggles with (fear of a declined card when buying groceries).

Time for Content Pillars!

Focus:



Pillar One



Pillar Two



Pillar Three

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recycle your work to save time
create stories and save them to reuse once a week/month

The Secret Ingredient

Repetition!

When creating content, you want to have a very repetitive message for success.

Pro Tip: If you're not sick of your own content, you're not repeating yourself enough!

We just talked content pillars, so now use what you have there, and create a repetitive message/theme to begin content batching around! You want it to be SO clear when someone scrolls by that the content they're seeing is yours, no question.

Did you know it takes at least seven exposures to something before the average person will commit?

If you feel like all you're doing is talking about the same thing over and over again, you're on track to find success!

Bonus Tip: Success is 80% mindset, 20% strategy! This means you will need to overcome limiting beliefs. A good daily practice is to imagine what it will feel like when you achieve your goal, and then sit in that feeling as if it's already happened!

Let's Get Organized!



One of the top things we hear that holds someone back from achieving their dream life is “lack of time” to create social media content. Well, we have the solution!

CONTENT BATCHING!

Content batching is the idea of taking a normal, everyday video on your camera roll, think washing dishes, doing your hair, (aka B-Roll footage), and chopping it up into different 4-7 second segments. You would do this with multiple videos. Now you have a weeks worth of reels from just a few videos.

Then, you would take 3-5 topics you want to cover from your content calendar that you have planned out, and make 3-5 accompanying captions. For each topic, you would create multiple hooks. Reuse & recycle the captions, applying to the different hooks.

Breaking it Down

Here's the math:

5 topics->3 hooks per topic->15 segmented videos ready for text.

You would, after adding the hooks & captions of the 5 topics, 3 times each, have 15 completed reels...but you only wrote 5 captions! This sounds confusing, but it's NOT. It's how we create a week of content in under an hour!

VISUAL BREAKDOWN

EXAMPLE

TOPIC

MAKING HOMEMADE
SOURDOUGH BREAD

3 HOOKS BELOW ↓

- 1) POV:
- 2) THE CRAZIEST THING HAPPENED...
- 3) I DON'T KNOW WHO NEEDS TO HEAR THIS BUT...

TOPIC 1

3 HOOKS BELOW ↓

TOPIC 2

3 HOOKS BELOW ↓

TOPIC 3

3 HOOKS BELOW ↓

TOPIC 4

3 HOOKS BELOW ↓

TOPIC 5

3 HOOKS BELOW ↓



How to Start Making Money Daily with Instagram Stories

PART ONE

Show up on social media and present your offers daily! This can be done without feeling “salesy”. You want to present your offer as the solution to their perceived “problem”.

PART TWO

The repetition of seeing the same types of information over and over again, but presented in different ways, leads to sales.

Think of ways to paint a picture when telling your audience what you have to offer, don't just post an item for sale with a link. You want them to relate & feel as if you're only talking to them! Make it so irresistible they feel silly saying “no”.

Trust yourself



Daily Checklist for Success

Digital & Affiliate Marketing are simple concepts, but they do require a daily commitment when looking to grow your business.

- ☐ Post in Stories (5-10 slides)
- ☐ Post a reel
- ☐ Draft a reel for following day
- ☐ Look over & reply to comments
- ☐ Review your analytics
- ☐ Reply to all DMs



Add extra tasks you may need to do below:



Just jump into
action so you
don't overthink it!

Client Testimonial



“OMG! I love it! The content is amazing and easy to follow along. It is perfect for beginners, or someone struggling that could use some help growing. It all flows really well. I love the appearance. I think it goes perfectly with your brand. Great job!!”

“This guide was just what I needed! It cleared up so many areas where I’ve been feeling ‘stuck’. I cannot wait to go and implement all that I’ve learned in this guide. I can tell you’ve poured your hearts into making this perfect for us, and I so appreciate you and all the effort!! You’re amazing!”



FAQ's

How much time does this really take to learn?

That depends on your schedule, honestly. Just remember, the first thing you're going to give up is your time because you want to have a solid foundation and the right "tools" in place. Don't rush this, either. We know you'll be eager to start posting, we've been there, but it's so much better to complete all of the setup and education first before diving into content creation. Speaking from experience here :)

Do I really need to start a brand new social media account?

We say YES, unless your current account is already talking about the same things you plan to speak on with digital marketing. If you're shifting focus in any way, or only have a personal account for fun, start a brand new one. Basically everyone starts from zero, and while it can seem scary, there's actually a benefit. You grow your ideal audience from the start, the algorithm can properly categorize you, and you won't be confusing an existing audience.

Do I have to show my face or use my real name?

Absolutely not! We choose to show our faces because that's what feels most natural to us, but there are SO many successful faceless accounts, & we can help you if you choose to go that route. You also do not need to use your real name. We know some people have to be careful because of current employers potentially finding them, and can show you how to be successful staying under the radar, too!

When is the best time to post?

As your page grows, you'll be able to check analytics for when your followers are most active, but in the beginning, you can play around with different times and see if you notice any that consistently do better than others. Rule of thumb is to think of your ideal customer and what their schedule is (reference buyer avatar for what their life might look like), and post when they're more likely to be active. But at the end of the day, you have to do what's best for your schedule.

Can I post anything I want, like different "fun" trends?

First, it's your page, you can do anything you'd like, but we'd caution you with getting distracted by "fun" trends that may not be relevant to your page. If you can tie it in with your consistent messaging, go for it, otherwise, leave it for your personal page. Everything you post needs to be with your ideal customer in mind.

Weekly Topics

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

Monthly Content Planner

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

Notes:

Resources

These are our TOP recommendations below for starting & growing a successful online business, depending on where you're currently at in your journey! Let's get the best fit for YOU!



STEP ONE

Roadmap 3.0 + MRR

This is the “goat” of all digital marketing courses. Start the same way we did! It includes video modules showing you step by step exactly how to begin making money online. No experience or product needed.



STEP TWO

The Mentorship Course

is the STEP 2 course you've been looking for (AND they recently added modules to make it beginner friendly, too!)!! It provides you with strategy that helps attract more sales, creates a stable and reliable income, and accelerates your business in the direction you want to go.



ADDITIONAL

The Missing Piece

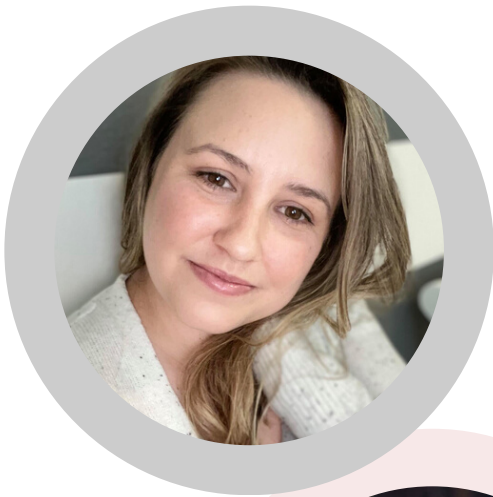
is a step by step growth guide to catapult your online presence. Do this by utilizing instagram and knowing how to attract your ideal clients to generate more sales.

*click on the steps to be taken directly to the product!

Thank-you!

We're so excited to continue working with you!

Our hope is that you found value in this guide and are ready to create that solid foundation for your business to THRIVE! We would love to hear your feedback, so if you're compelled to send a review, please do so at one of the addresses below! And as always, our doors are always open if you have questions or need any help!



Contact:

Jessica:

IG @digitalimpactwithjess
digitalimpactwjess@gmail.com



Both of us:

IG @wealthcoasttocoast
momscoasttocoast@gmail.com



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For permissions, inquiries, or other questions, please contact:

Digital Impact with Jess
at digitalimpactwjess@gmail.com
or on IG @digitalimpactwithjess

Wealthcoasttocoast
at momecoasttocoast@gmail.com
or on IG @wealthcoasttocoast