



**YOUR DETAILED  
BACK TO BASICS  
BEGINNERS GUIDE -  
HOW TO CREATE,  
MARKET & MONETISE  
YOUR OWN  
DIGITAL PRODUCT**



# **HELLO & WELCOME, I'M RENAYE,**

If you are here it means you are seriously questioning how to make money online selling digital products through digital marketing, or you may just want to be expanding your skills and knowledge to upscale and add into your existing business! In either case, I am so excited for you to read this guide and learn the steps required for you to advance in your digital marketing career!

Buckle up and start getting creative. BELIEVE in yourself enough to take this amazing opportunity and run with with it. I will be here to help you and support you along the way if you need, so feel free to email me at [nayes.extra@gmail.com](mailto:nayes.extra@gmail.com)



# < *What You Will Learn* >

- What is the meaning of niche?
- How to find a problem you can solve
- Naming & Branding your Business
- What product are you going to sell?
- Tips when Naming your product
- The process of creating your Product
- Pricing (tips and tricks)
- Check out other people in the Industry
- Multi Platform Marketing (below 3)
- Intro to - TikTok
- Intro to - Instagram
- Intro to - Pinterest
- Setting up your Systeme.io
- Goal Setting Reminder
- The official Launch of your Business
- Gathering Testimonials along the way
- Get your Business noticed!



# TIME TO GET DOWN TO BUSINESS...

## **WHAT IS THE MEANING OF A NICHE? -**

A niche refers to a more specific group of people to market to within a broader market. It focuses on a specific target audience with distinct needs, preferences, or characteristics. Choosing a niche involves diving deeper into a specific market segment that you can uniquely and effectively serve with your knowledge..

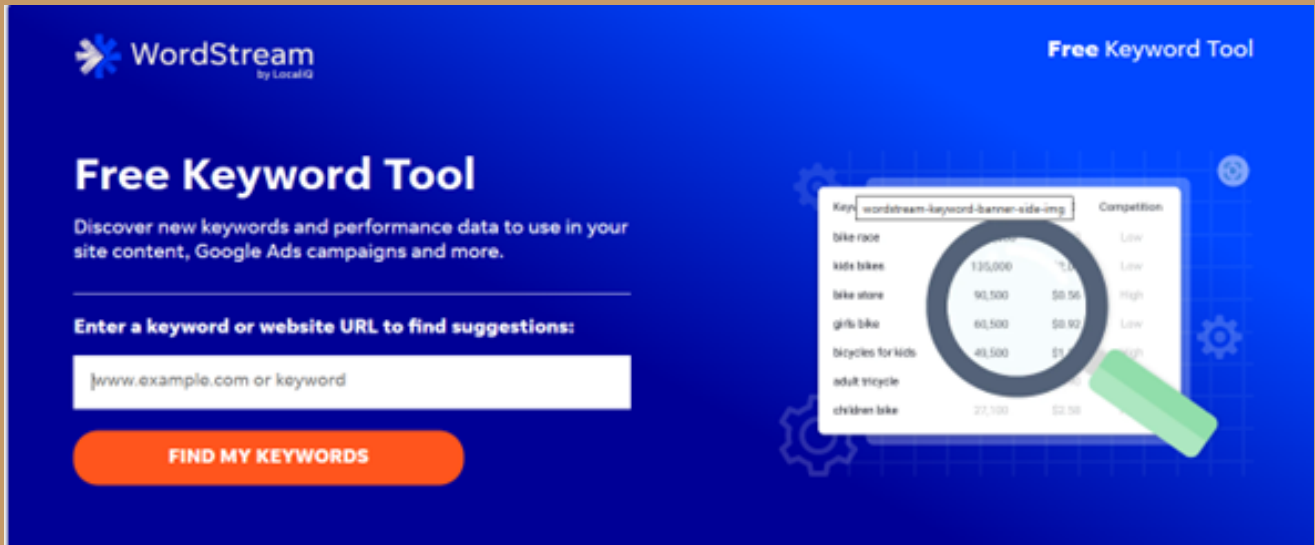
Your niche = the problem you solve (NOT the person you solve it for).

Figure out the problem you want to solve for people.

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

- Pick one that you actually really passionate about and could spend hours talking about.

You can start by visiting the WordStream keyword search tool,



Type in keywords associated with or related to the topics you are thinking of creating your digital product around.

Save/write down all these keywords somewhere, so you can keep track of what you have searched, and the results you received.

This tool is going to show you how many people are actively searching your niche/keyword within that month.

# Let's look at this example below to see how many people have searched, "side hustles"

One tool to discover and prioritize the best keywords to target.

Enter a keyword or website URL to find suggestions:

Refine your search with Industry and Location.

Choose an Industry (Optional):

Enter a State or Country:

[New Search](#)

## Keyword results for "side hustles"

[Download all Keywords](#)

Showing 25 of 500 keywords

Keywords	▲ Monthly search volume	Top of page bid (low range)	Top of page bid (high range)	▲ Competition
hustles	27,100	\$0.80	\$5.64	LOW
side hustles	14,800	\$0.74	\$3.72	MEDIUM
side hustle ideas	8,100	\$0.50	\$2.81	MEDIUM

## KEY TAKEAWAYS:

- The keywords and niche you decide to build your digital product around should have over 20,000+ searches each month. Anything less will make finding that specific group of people much harder, which in turn, will result in less overall sales.
- If you picked too specific of a niche, you will need to get extra creative in ways to describe your digital product, so it still reaches the audience of the more higher searches.
- Keep a list of keywords inside your notes folder or written down somewhere to refer back to and include the number of searches for each keyword.

# HOW TO FIND A PROBLEM TO SOLVE -

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

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

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

There are public forums you can search to find that out. Here are 3 great resources;

- [Answerthepublic.com](https://www.answerthepublic.com)
- [Reddit.com](https://www.reddit.com)
- [Quora.com](https://www.quora.com)

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

THOSE are the problems your digital product is going to be created around. Figure out a way to solve that problem within your product. You might find MULTIPLE problems you can solve, but your first product just needs to solve one problem.

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



# **NAMING & BRANDING YOUR BUSINESS -**

## **TIPS FOR CREATING A BUSINESS NAME:**

1. 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 or be hard to remember.
2. Choose a name that reflects your brand: Your business name should reflect your brand identity and the products or services you offer or will offer in the near future.
3. Check availability of the domain name you want to use: 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 being used. Keeping the same name makes it easier for both you and your customers.
4. Research your competition: Check out the names of your competitors to make sure your name is unique and not too similar to theirs. The more unique the more it will stand out.

## **Domain Host options:**

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

These platforms offer domain registration services and often provide extra features like domain management, DNS management, and website hosting.

Prices may differ among providers.

## **TIPS FOR BRANDING YOUR BUSINESS:**

1. **Develop your brand strategy:** Before you start branding your business, you need to have a strategy that defines your brand's goals, who your target audience is, what your message is, and what tone of voice will you use.
2. **Define your brand identity:** Your brand identity includes your logo, colour scheme, fonts you use, and overall aesthetic. Develop a consistent brand identity that reflects your brand values and resonates with your target audience, while also expressing yourself and interests.
3. **Be authentic:** Your brand should be authentic and true to your beliefs. Be transparent and honest with your customers, and never give misleading or false information.

4. Create a brand voice: This ties in with TIP 1. Your brand voice is the tone and personality of your brand. Develop a voice that reflects your brand values and that easily connects with your target audience. It is good to try stay casual while still being professional.

5. Stay Consistent: Consistency is important with branding. Use the same messaging, tone of voice, and visual identity across all channels and platforms. People will start noticing you a lot quicker.

6. Remember that personal branding takes time and is a different process for everyone. So take the time to dig deep and really figure out who you are and what you want out of your business. Think of the people you want to help and the best way to connect with them.



**YOU ARE YOUR  
OWN BRAND!**

# WHAT PRODUCT ARE YOU GOING TO SELL?

There are a variety of different types of digital products you can sell. It comes down to what aligns with you the most, and also works with your niche.

Here is a list of possible ideas:

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

Literally, anything you would use within your business or with current clients can be turned into a digital product!

# TIPS WHEN NAMING YOUR PRODUCT –

The name of your product is very important!  
You want it to be enticing, but also very clear.

If someone is confused about what the offer is the chances of them actually making a purchase significantly drops.

Clear is ALWAYS better than cute or clever.  
You want your viewer to KNOW the product is going to benefit them.

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

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

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

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

# THE PROCESS OF CREATING YOUR PRODUCT -

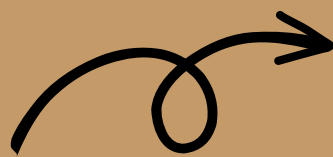
## Where Do You Create It?

My two favourite places to create digital products are Canva.com and Google sheets.

Canva is what I use for E-books, How-to-guides, and templates.

Google sheets is where you can save all the documents that you plan to use, if you are going to sell a template that you already have, within your business to your customers.

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



Google  
Sheets

# TIPS FOR USING CHATGPT -

Have you heard about how to Leverage ChatGPT when creating your digital product?

Here are some tips to remember:

- Provide very clear instructions when interacting with ChatGPT, be very precise and provide detailed prompts to get the desired responses.  
Vague questions = vague answers!
- Frame your questions or prompts in a specific manner to receive more accurate and relevant answers. The more specific you ask, the more detailed answer you get.
- Determine how it can enhance your experience, provide support, generate content, or offer personalised interactions for inside your product.
- ChatGPT can be used as a virtual assistant or customer support agent within a digital product.
- It can also help with generating and writing content  
There are many versions of ChatGPT so the older ones are not as up-to-date in more recent events.  
(always fact check)

ChatGPT can help with creating blog posts, social media captions, product descriptions, other text content based on what you ask, or specific prompts.

Remember, even though ChatGPT can be a powerful tool, it is essential to understand it has limitations. Some information could be outdated or incorrect, or simply just not sound like you. Be sure to change it up a bit and add in your spice.

**TIP:** Some apps only allow you a few questions a day. You can either download a couple of different ones to use for when you exceed your number of allowed questions, or ask detailed questions to get all your answers in less responses



# TIPS & TRICKS FOR PRICING YOUR PRODUCT -

Pricing your product is very important, especially if you are planning to add more products down the line, like a bundle

You want to be sure you are pricing them with room for growth in the pricing, while still keeping them low ticket.

Ending your prices in \$7 or \$9 has been statistically known to be best for sales.

**TIP:** You want the **VALUE** of your offer to far exceed the price.

**GOOD PRICE + HIGH VALUE = RETURNING CUSTOMER**

I like to keep my low ticket offers under \$100, all those small sales add up! Remember you create it once and set everything up so it sells passively over and over.

Example - Start off with a smaller offer of like \$29, make sure you have thought ahead to your next offer \$49. Match the amount of value included to the price tag.

When pricing, think about how many you have to sell to hit your monthly goal. If you want to make \$3000 /month you will need to sell - 103 products at \$29  
or 62 products at \$49

## **CHECK OUT OTHER PEOPLE IN THE INDUSTRY –**

The reason behind waiting to check out other profiles until AFTER the majority is done with your product, is to prevent just copying other ideas after you see them, or having your own creativity blocked.

Use what you gather to confirm your ideas or adjust them if you need to. Take notes of what other people in your niche are selling, prices etc.

To do this: check out all social media platforms:

Instagram, Facebook, TikTOK

Upon starting my marketing journey I purchased many different courses and found that most of them required upsell purchases in order to get the full education someone would need to be successful. They usually request big \$\$\$ that is not affordable for most ordinary people, so I turned to the [Learn and Earn Profits Online Digital Marketing Course with Master Resell Rights](#), The price is once off and there are no upsells or extra fees for access to a community!

**SYSTEME.IO CREATED A LIST OF CREATORS WHO SELL  
DIGITAL PRODUCTS ORGANIZED BY NICHE.  
YOU CAN ALSO PROMOTE THESE -**

**DEFINITELY CHECK IT OUT BY CLICKING THE PICTURE  
BELOW**



# LET'S GET DOWN TO BUSINESS -

Start by brainstorming, using sticky notes or a note book, vision board - whatever works for you!

Write down everything you want to cover in your digital product. Think about the problems you are going to solve. How would you walk yourself through solving them if you had to do it over and what is helpful to you.

Follow that up by organising the notes you took until they form the outline of what will be included inside your product.

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

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

**TIP:** use [grammarly.com](https://www.grammarly.com) to check for errors and proof-read your product. If you missed anything or potentially need to add something in [grammarly.com](https://www.grammarly.com) typically detects that and can let you know.

# MULTI PLATFORM MARKETING -

## HERE IS THE MAGIC TRIFECTA FOR FREE MARKETING:

Social media is amazing, but only a small percentage of users are actually using it properly monetise and grow their business.

Let's talk about the trifecta for FREE marketing.

- TikTok
- Instagram
- Pinterest

TikTok and Pinterest are OUTREACH platforms. It's where you are going to reach out to all your potential customers.

Instagram is a nurture platform that you are going to use to connect and sell to your audience. Humans crave connection so Instagram is vital.

Use all 3 platforms to work together to sell your digital product.

It sounds overwhelming and like a huge amount of content, but you can repurpose content using other apps and post it to multiple platforms to save time.

# WHERE CAN YOU SELL YOUR PRODUCT ONLINE –

Social media is the best place to get your product in front of the most eyes all over the world.

Here is also a list of several other platforms you can use to sell your digital product:

Apps you can sell your product on:

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

Platforms to sell your product on:

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

**TIP:** Even though social media is the best place, don't limit yourself! List your product for sale anywhere you are allowed

# INTRO TO TIK TOK -

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

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

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

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

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

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

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

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

# WHAT TYPE OF CONTENT YOU SHOULD POST -

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

It's been said by TikTok trend experts that TikTok is trying to push out 1-3+ minute videos.. Even though this may be what TikTok wants to see... app users are still more likely to watch and interact with short form videos , 7-10 seconds long.

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

**TIP: If you see someone in the same niche creating content that is getting views like crazy.. take that idea put your own twist on it (never copy) and boom you have more content! I have seen insane results from this!**

Finally, it's time you go create your TikTok account and start posting!

I recommend trying a multiple forms of content (mentioned above) and see what viewers are reacting to most.

Keep creating the type of content people interacted with most!!

# INTRO TO INSTAGRAM -

Does anyone even use Instagram anymore??...

WELL you would be surprised how popular this platform is, more people are using it than Facebook nowadays.

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

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

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

As far as content goes for IG - I post a mixture of stories, highlights and reels. Each one has their own purpose. I use both Canva and Capcut to edit photos and videos together, with final tweaking within each individual platform.



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

# INTRO TO PINTEREST -

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

Here's how you are going to get your Pinterest up and running:

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

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

This might sound overwhelming, but you can create multiple pins with the same content and links.

All you need to do is switch up the image and title. This means 1 piece of content can then be made into 5-10 separate pins.

**\*Work Smarter, Not Harder.**



TIP: I would strongly suggest you use a program like Systeme.io - so you can begin to collect email options.

(Here is another link in case you missed the one on page 17)

[CREATE A FREE SYSTEME.IO ACCOUNT HERE!](#)

This will collect emails of those who want to purchase your product. Growing an email list will allow you to essentially stay in touch with your buyers.

This will give you the ability to reach out to them letting them know about other products you create in the future.

\*You can learn step by step how to set this up in the Learn and Earn Profits Online Digital Marketing course.

\*Systeme.io is FREE up to 2k subscribers.

## **GOAL SETTING REMINDER -**

Goal setting is crucial for success!

Firstly, write down a 30-day, 60-day, and 90-day goal. I want you to write down all the details of what you want to accomplish in those time frames. Include the income goals and do not be afraid to set them high, while also realistic. (It is important to work on your money mindset every day!) Your goals can be obtainable if you get rid of all the self doubt and aim high.

You are what you attract - So if you carry around your doubt and worries, they will cloud your judgement and consume your desires.

If you would like to purchase the Learn and Earn Profits Online - Digital Marketing and Business Automation Course, I can provide you with some more information below:

[\*\*READ MORE HERE:\*\*](#)

# OFFICIALLY LAUNCHING YOUR BUSINESS –

Let's Launch and Make Some Money!

Here comes the big moment where all your hard work so far will start coming together...

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- First, get your [SYSTEME.IO](https://systeme.io) up in your bio on Instagram.
- Make a big deal about it in your stories.
- Start sharing your process of the creating the product.
- Start sharing your story. It takes an average of 7 times for someone to purchase something from you before they buy it.
- Don't panic if you don't have tons of sales right away.

You will be sick of sharing about it. That's normal. Keep sharing! The KEY to making sales is selling the outcome of your product, not the features.



**\*TIME TO LAUNCH\***

# TESTIMONIALS –

Collect testimonials along the way!



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 OTHER WAYS TO USE TESTIMONIALS  
ARE:

- Directly on your [SYSTEME.IO](https://systeme.io) sales page
- In your stories with a story around the client or the results before you share In your reels
- At the end of your emails

MAKE SURE YOU ARE TELLING A STORY WHEN YOU SHARE TESTIMONIALS. GET PEOPLE TRUSTING YOU WHICH IN TURN WILL BUILD THE CURIOSITY AND EXCITEMENT FOR EVERYTHING COMING!

# **GET YOUR NAME & BUSINESS NOTICED -**

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

There are trainings out there that tell people to not interact with others in the same niche, but I truly believe that is not entirely true...

I believe it is good to be present. You want to brand yourself as the person in your niche who is involved, supportive and knowledgeable.

You can reach out to others who you know or talk with on a regular basis. Ask them to do a live with you talking about a subject related to your offer or even an experience you have both had along the way.

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



**PRODUCT COMPLETE**

# **THANK YOU & CONGRATULATIONS**

I am so proud of you for completing your new digital product...

I hope this is just the start of your journey into the online space, the possibilities within this industry are endless and will forever be unsaturated, as long as you keep bringing your authentic self to the table every day!

**I WOULD LOVE TO KNOW YOUR FEEDBACK  
ON THIS. REACH OUT TO ME ON IG**

**ANYTIME -  
RENAYE**



# **PLR DISCLOSURE:**

At rebornwithnaye, we are committed to providing transparent information regarding our digital products and associated rights. To ensure clarity and understanding, please review the following disclosure pertaining to Private Label Rights (PLR):

- 1. Ownership and Modification:** When you purchase a digital product with PLR rights from Renaye deBruin, you are granted the privilege to modify, edit, and customise the content to suit your specific needs. However, please note that the original copyright of the product remains with Judy Newton.
- 2. Rebranding and Reselling:** PLR rights allow you to rebrand the digital product under your own brand name and logo. You have the freedom to market and sell the modified product as your own creation. This presents an opportunity to establish your brand identity and generate revenue through reselling.

3. **Limitations on PLR Rights:** While PLR rights provide considerable flexibility, there may be certain limitations specified in the terms of the product. These limitations may include restrictions on reselling the PLR rights themselves, transferring the rights to others, or using the content in prohibited niches or industries. It is essential to carefully review the specific terms associated with each PLR product.
4. **Original Content Creation:** PLR rights should not be misconstrued as an endorsement or guarantee of originality. The content provided with PLR rights may be available to other purchasers as well. To differentiate your product and provide unique value, it is advisable to make substantial modifications, additions, or enhancements to the original content.

5. **Legal Compliance and Responsibility:** When utilizing PLR rights, it is your responsibility to ensure compliance with all applicable laws, regulations, and intellectual property rights. You should exercise due diligence to avoid any copyright infringement or misuse of the content.. If you have any questions or require further clarification regarding PLR rights or our digital products, please reach out to our customer support team.

Thank you for choosing rebornwithnaye as your digital product provider.

**Refund Policy:** Due to the nature of digital products and the immediate access granted upon purchase, all sales are final and non-refundable. We are unable to process refunds or exchanges for our digital products. Thank you for your understanding.