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# TSM BUSINESS PLANNER

[@THESUCCESSMETHODBUSINESS](https://www.thesuccessmethodbusiness.com)

# How to use this planner

This planner is your step-by-step guide to building a profitable online presence and launching successful digital products.

This planner is designed to help you strategically plan, create, and manage your digital products & social media content with ease.

- **How to Use This Planner**  
**Planning Your Digital Product**
- **Creating Your Marketing Strategy**
- **Launching & Selling Your Product**
- **Managing & Growing Your Business**

If you're a beginner or a seasoned entrepreneur, follow the above steps to get the best out of this planner and use it consistently, stay organized, and watch your business thrive!

# STEPS TO DIGITAL PRODUCTS



YOUR PASSION

YOUR NICHE

YOUR AUDIENCE

DIGITAL PRODUCT IDEA

PRODUCT CREATION

YOUR MARKETING PLAN

# DEFINE YOUR PASSION

Whether you have tons of ideas and are feeling confused as to which one to choose, or are feeling stumped for coming up with any ideas, the questions on this workbook will help you.

What do you do that is so enjoyable you completely lose track of time...

When do you feel most alive and why ...

How do you prefer to spend your free time and why ...

What websites, blogs, conversations do you love to read and talk about and why...

If you could take a course on any subject what would it be about and why...

# CONT.

If you had all of the skills, talents, and money you need, how would you spend your days and why ...

Write down all of the crafts (big and small) that you are passionate about

If you could start a business doing anything, what would it be?

# WHAT DO YOU RESEARCH?

What you search on Youtube, Google, Pinterest etc.  
This can help you narrow down your interests.

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

# KNOWLEDGE & SKILLSET

There is a sweet spot in business where you have got the passion, experience and the skills to create something AND someone wants to buy it. This is the holy grail and this next section tries to work out what you are knowledgeable about.

Write down ALL of the things you're good at. What comes naturally to you? What have you taken classes in? What do you know lots about? Don't be modest here!

What do you get asked to make most often, is there a common theme?

Have others consistently complimented you on something you have made?

If you could get paid to do something for others what would it be?

# DISCOVER YOUR NICHE

Now, fill in the blanks to create your Mission Statement based off your niche

I am \_\_\_\_\_  
I provide \_\_\_\_\_  
For \_\_\_\_\_  
So they can \_\_\_\_\_

## For Example

I am Liya Cetiner  
I provide Sales Funnel Services  
For Female Entrepreneurs  
So they can Launch evergreen products

# NICHE DOWN

Earlier you have listed 5 passions, strengths and problems, you have now put together a list of 15 different topic ideas. Within this list, lies your winning digital product idea. But, to find it, you'll first need to narrow the list to ultimately discover the "one" idea that's perfect for you and your business.

List your top 3 topics:

1
2
3

If you're about to create a course, could you talk/teach about these topic? List 5 ideas for your starter prompts.

For example: "How to \_\_\_\_ in 5 days".

1
2
3
4
5

# DIGITAL PRODUCT NICHE

Let's start the digital product creation process by nailing down your area of expertise - a niche that you're both amazing at AND have an insane passion for.

That winning combination is what's going to keep you motivated through this entire process to make sure you REALLY pay attention to this step -

**I want you to LOVE what you choose to focus in on!**

## What are your unique skills + talents?

What do your friends + family know you as a "go to" for? Baking cookies? Copywriting? Sewing? Basically, what makes YOU a star?

## What are you passionate about?

What things make you jump-out-of-bed excited to do whenever you get a chance?

## What overlap is there between your skills + passions?

It doesn't matter that you're a skilled seamstress if you don't enjoy it, list the areas that overlap between your skills + passions here, then pick the best one, this is your digital product "niche".

## My Digital Product Niche

# DIGITAL PRODUCTS 101

First thing you must do if you want to start creating and selling digital products is:

## Identify what you will sell:

You need 3 simple things to start selling digital products and most overcomplicate this process:

- A problem that needs to be solved
- A person who want that solution
- A proof that you are the person to help this person with this problem

If you can't answer these 3 questions, you're not ready to launch your product yet.

## What problem am I solving?

## Who is my audience?

## Why you should choose me?

# TARGET AUDIENCE

Time to dig deep and start thinking about whom you want to attract! Knowing your ideal customers will help you understand how your services match to their needs and how you can help solve their pain points.

Gender

Age

Location

Education

Income Level

Occupation

What do they do in their free time?

Your favourite brands and shops?

What are some of their biggest frustrations?

# TYPES OF PRODUCTS

**1**

## **Signature Course**

Courses typically have a start and end dates. You can create them once, and sell them over and over.

**2**

## **Mini Courses**

Mini courses are shorter than signature as they talk about only one part of the course.

**3**

## **Digital Downloads**

These may include:  
Ebooks, Canva downloads, templates, workbooks, planners, illustrations and more.

## **BRAIN DUMP ALL YOUR DIGITAL PRODUCT IDEAS**

# PRODUCT IDEAS


Product Idea



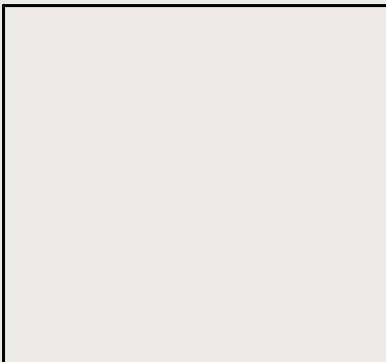
Product Idea



Product Idea



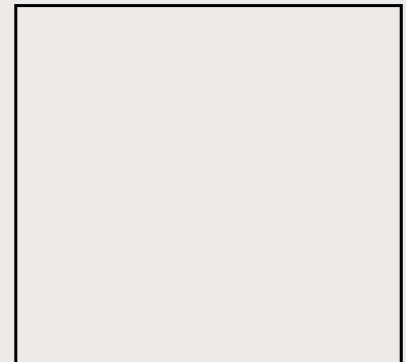
Product Idea



Product Idea



Product Idea



## Where to sell your digital downloads?

1

### Your Site / Shopify

You can control your traffic, email list and pricing more on your own site.

2

### Etsy

Etsy is a great place to start if you're new to selling digital products. You can also run ads on Etsy.

3

### Creative Market / Gumroad

Another great option is to sell of Creative Market. There is also Gumroad to explore.

# NEW PRODUCT PLANNER

PRODUCT NAME:

PRODUCT BRAINSTORM:

PRODUCT DESCRIPTION:

## PRODUCT DETAILS

MATERIALS:	COST:	PROFIT:
	SALE PRICE:	
FEES:	ADDITIONAL COST:	
ADDITIONAL NOTES:	DATE CREATED:	
	LAUNCHED DATE:	
	PLATFORM:	

# PRODUCT LANGUAGE

Summarize your product keywords:

*	*
_____	_____
*	*
_____	_____
*	*
_____	_____
*	*
_____	_____
*	*
_____	_____

What expenses, values or emotions am I selling via my product and brand? Check all that apply.

_____ Trendy	_____ Happiness	_____ Humorous
_____ Glamorous	_____ Useful	_____ Time-saving
_____ Budget-friendly	_____ Luxurious	_____ Durability
_____ Eco-friendly	_____ Family-friendly	_____ _____
_____ Practical	_____ Healthy	_____ _____
_____ Stylish	_____ Safety	_____ _____
_____ Versatility	_____ Uniqueness	_____ _____

Based on your answers above, what language should you use to sell the items? How will their lives improve because of your product?

# MORE INSPIRATION

There are a few sites you can go to that will give you some more IDEAS

Any ideas from Amazon.com?

Any ideas from Clickbank.com?

Any ideas from Facebook Groups? Instagram?

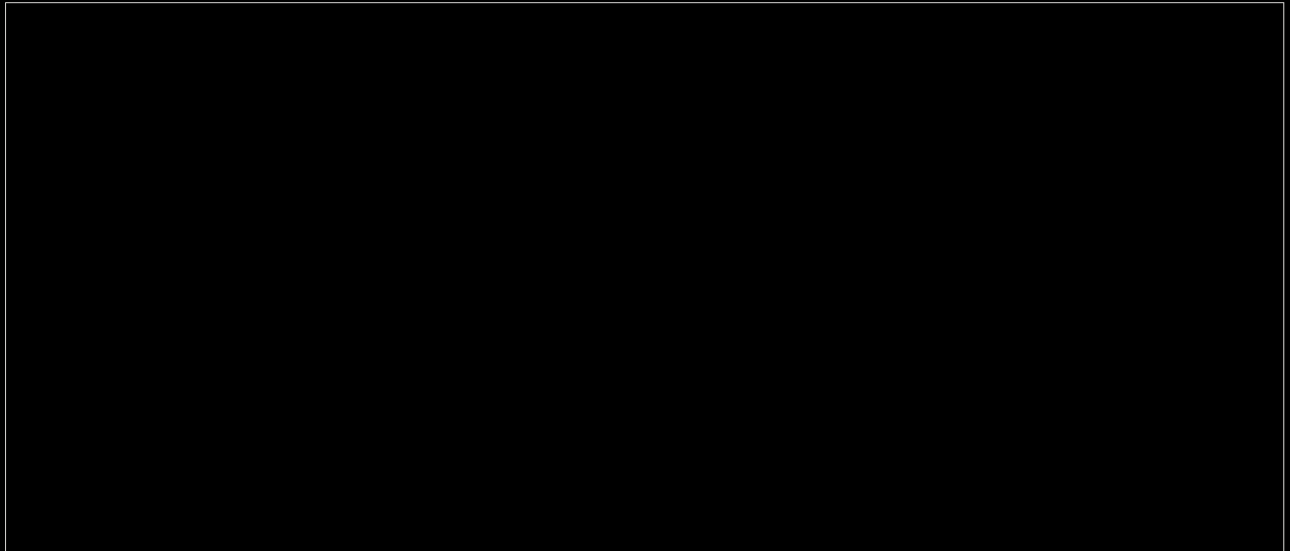
Any ideas from Udemy? Edx?

Your own pain? What is missing now?

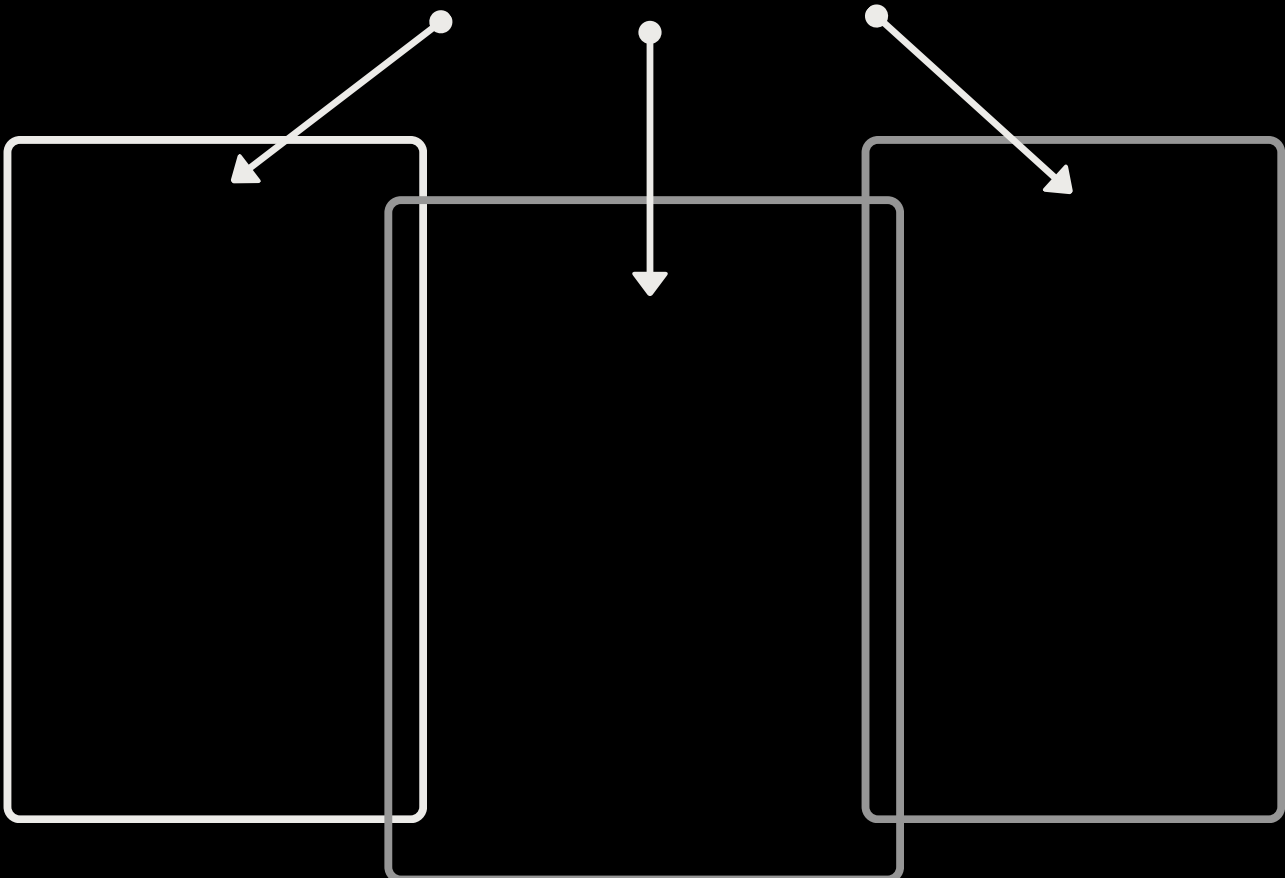
# PRODUCT OFFER

## Digital product package:

List everything you plan to include in your product package



## Brainstorming Bonus Ideas



# THE CREATION

Now the fun part - creating your product!  
This is where EVERYTHING comes together and you get to take that talent + insane passion you have and create something incredible.

People can sense when you are passionate about somethings - so go creating!

## List out all the different assets you need to create:

Need a video tutorial? Cheat sheets? List **everything** from "the offer" section that you need to create during this phase.

## What will you charge for this product?

I recommend creating a digital asset that you charge no less than \$27 for. If that means you need to "beef up" your product offer, do it!

## What is your refund policy for this product (if any)?

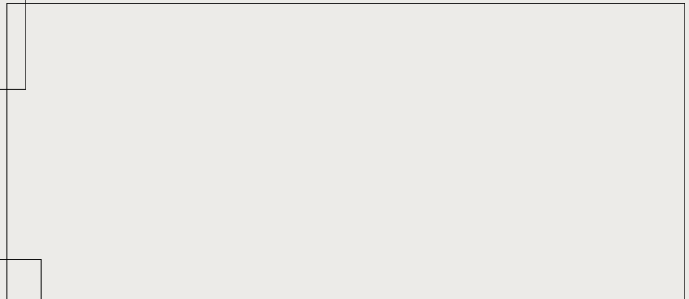
You don't have to offer refunds for digital products, but having some sort of "100% satisfaction guarantee" goes a long way in building potential buyer trust!

# DIGITAL DOWNLOAD

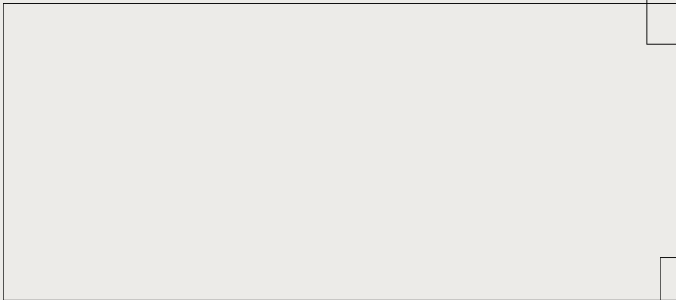
PROBLEM / NEED TO SOLVE



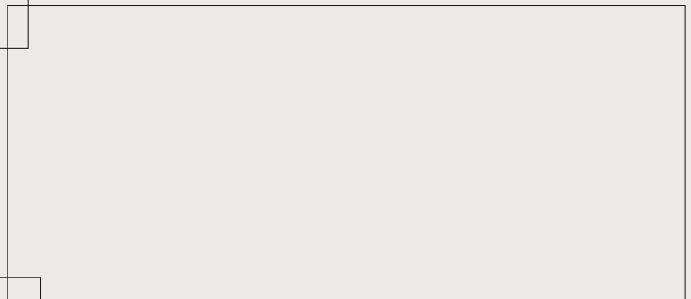
MY SOLUTIONS



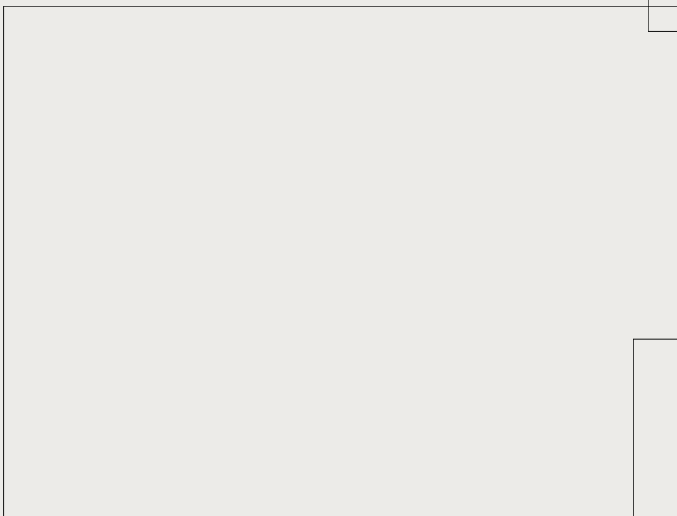
NAME IDEAS



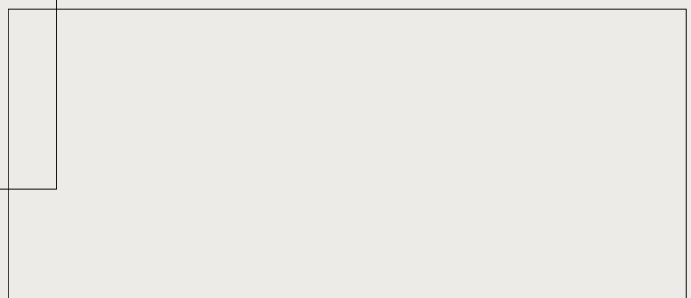
HOW WILL PEOPLE  
SEARCH FOR THIS



HOW WILL THIS BE  
BETTER THAN  
CURRENT COMPETITORS



WHAT'S THE FORMAT



# COMPETITOR ANALYSIS

Competitor 1      Competitor 2      Competitor 3      Competitor 4

	Competitor 1	Competitor 2	Competitor 3	Competitor 4
<b>PRODUCTS</b>				
<b>PRICE</b>				
<b>APPEARANCE</b>				
<b>QUALITY</b>				
<b>PACKAGING</b>				
<b>REACH</b>				
<b>WEBSTORE</b>				

# PRODUCT PRICING

## PRODUCT PRICING CALCULATOR:

Hourly Wage*	
Units Produced Per Hour**	

## PRODUCT PRICING CALCULATOR:

Materials / Software Cost Per Unit / Per Month	
Packaging Cost Per Unit / Other Costs	
Other Costs Per Unit (electric bills etc)	

TOTAL UNIT COST (ALL OF THE ABOVE COMBINED)	
Product Markup (for 30% put 1.3 etc)	
TOTAL PRODUCT PRICE (TOTAL UNIT COST X MARKUP)	

## METHODS OF GETTING PAID:

<input type="checkbox"/>	Paypal	<input type="checkbox"/>
<input type="checkbox"/>	Stripe	<input type="checkbox"/>

\* The wage you will pay a contractor/employee or yourself

\*\* Either items produced per hour or how many hours it will take to finish a service

Other notes:
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# FUN WAYS TO LAUNCH

## COLLABORATIONS

Partner up with others in your industry and exchange podcast interviews, blog posts etc.

## CREATE BUZZ

Start talking about WHAT you are launching at least 12 weeks before you launch!

## CREATE LAUNCH CONTENT

All of the content should point towards your sign up page & be around the same topic.

## GO LIVE

Go live in your private Facebook group at least once a week! Facebook sends an alert to your followers (free advertising!) 1-3 minutes in length mix in every once in a while longer streams)

## AFFILIATES

Partner with an affiliate to boost your launch numbers.

## FAST ACTION BONUSES

Create awesome one time bonuses to encourage people to buy your product!

## EMAIL YOUR LIST

An email a day keeps bankruptcy away.

# LAUNCH CONTENT PLAN

Platform

Post date

Posted



Main content / Caption

Key points

1

2

3

4

5

Sponsored    Ad    Collab

Call to action

Link

## RESOURCES / INSPIRATION

## CHECKLIST

- Create content / Write caption
- Call to action & Links
- Create graphics / Thumbnails
- Check spelling / Test links
- Schedule / Publish

## RESULTS & STATISTICS

Was my post popular? Audience comments, thoughts & suggestions.

Likes

Comments

Link clicks

New followers

# CONTENT BRAINSTORM

Thinking back to your audiences, what content can you create that would solve their problems or point them to your solution?

Problem 1:

Problem 2:

Problem 3:

Problem 4:

Problem 5:

Problem 6:

Problem 7:

# COUPONS & PROMOTION

Month:

Year:

## Planned Campaign and Promotion

Abandoned Cart	
Recently Favourited	
Email Sequence	

## Individual Coupons

Coupon Code	Discount	Duration	Uses	Revenue

Future Promotions:

Holiday:



# EMAIL CAMPAIGNS

Campaign name / Email title

Sent

Campaign type

Automation

Newsletter

Advertisement

Email

\_\_\_\_\_

Schedule

Multiple emails

Single email

Main content

Key points

---

---

---

---

---

Send to / Conditions

Attachments

---

---

---

Call to action

---

## MULTIPLE EMAILS SCHEDULE

#	Email title	Schedule	Sent
1 of	<hr/>	<hr/>	<input type="checkbox"/>
2 of	<hr/>	<hr/>	<input type="checkbox"/>
3 of	<hr/>	<hr/>	<input type="checkbox"/>
4 of	<hr/>	<hr/>	<input type="checkbox"/>
5 of	<hr/>	<hr/>	<input type="checkbox"/>

## RESULTS

Email opened

Link clicks

New subscribers

Unsubscribed

# FACEBOOK ADS TRACKER

Business Name	
Goals	
Budget	

Boosted Post:				Date:	
Targeting		Results		Reach	
Age		People reached		Organic	
Location		Engagement		Paid	
Interests		Clicks		Budget	

Boosted Post:				Date:	
Targeting		Results		Reach	
Age		People reached		Organic	
Location		Engagement		Paid	
Interests		Clicks		Budget	

Boosted Post:				Date:	
Targeting		Results		Reach	
Age		People reached		Organic	
Location		Engagement		Paid	
Interests		Clicks		Budget	



# SEASONAL PLANNER

Year: \_\_\_\_\_

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER



# TASK CHART

TASK :

---

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NOTES

# WORK SCHEDULE

Date:

Notes

6:00	
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21:00	
22:00	
23:00	





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