



3 DAY DIGITAL COURSE CREATOR

Turn your ideas into profit

a 3 day step-by-step blueprint for launching
your own digital product!

Her
Freedom
Era

@AMELIA.ROADS
2023/2024

BONUS
COMES WITH
PLR + RR

PLEASE READ...

RESELL RIGHTS TERMS

This done-for-you digital product grants full resell rights to the purchaser.

In purchasing a done-for-you product that comes with resell rights, you also get the freedom to modify, resell, and FULLY profit from this product, meaning you don't owe anyone (including me!) a portion of your sales.

What you will find with this toolkit is that not only did you purchase the toolkit itself, but you also were granted the Private Label Rights for it (not to be confused with Master Resell Rights or just Re-SALE rights!), and the right to RE-SELL. PLR + Resell Rights = match made in heaven.

This means you are able to rename, rebrand, and totally change this product. Make it your own! (PLEASE make it your own! STAND OUT!)

I do ask kindly that you change the cover of your digital product and rename it differently to the "3 Day Digital Course Creator."

In this guide is my "Niche Mastery" framework, which I give away for free to my audience. This is the only document you are **not allowed** to use as a freebie in your business. However, you can still keep it in the toolkit you create exactly as it is laid out in this document.

Thank you for understanding!

I know this DPM blueprint will help you and so many people be able to create a digital product that they're proud of and that will SELL.

I'm so excited for you to be able to expand your digital offerings with this product. No need to give me or anyone else any credit, you are able to claim full authorship. As I said before, please make it TOTALLY your own.

***ON THE LAST PAGE IS YOUR LINK TO YOUR
OWN EDITABLE COPY***



WELCOME!



My name is Hannah, and welcome to this little slice of the internet where ordinary working parents are regaining their precious time, without sacrificing financial stability.

I'm a serial entrepreneur who is passionate about working smarter, not harder. I love helping women make money online so they can spend their time their way! I'm a firm believer that through digital products and automation, we can earn more than we ever imagined. Digital marketing is changing the game!!

I got started with digital marketing from a done-for-you course ([you can learn more about that here](#)) and through the knowledge I gained I learnt how to create my online business and so much more. It has everything you need to get started!

I am here to show you EXACTLY how to create your own digital product. If you are keen and have a spare weekend you can complete this course in 3 days or less. It has loads of value so you can start selling it right away. **BONUS-** This product comes with Resale Right and Private Label Rights so you can make it your own and sell it straight away!

Digital marketing is a multi-billion dollar industry and isn't going anywhere any time soon, and the thing I LOVE the most about digital products is that they work for ANY niche or industry! Plus, you only have to create something once and you're able to sell it over and over again with virtually no overhead for nearly 100% profit!

IN THIS GUIDE

you'll learn not only how to create your own digital product, but also how to do the research behind it to make SURE it's something that will sell! I will also walk you through branding, setting up your back end systems, and all the legal things and logistics as well. It's going to be a FUN, so get excited!



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01 GETTING STARTED

Now, I think it's important that you get familiar (at least somewhat) with the different tools we will be using. You can even go ahead and create your accounts if you'd like!

Canva - this is how you'll create your digital product and bring it to life! (And make it pretty!) You can sign up for the free account for now, because it's all you'll need! (Now, all you'll WANT is a different story! ha! Lots more options with the paid version!)

StanStore - this is where you'll be creating your sales page for your first product! Your Stanstore link is what will end up going in your bio when you're all set up. You will also be able to house other (external) links in your Stanstore such as outfit details, favourite beauty items, supplements, etc. **(get 14 days free, so wait to create this account until you have your product done and ready to list!)**

Flodesk - this will be your email marketing platform! The emails you can create on Flodesk are beautiful and highly readable!

Two books I HIGHLY recommend are “\$100M Offers” and “\$100M Leads” by Alex Hormozi. They will change the entire game for your business.

02 CHOOSING A BUSINESS NAME

Now it's time to choose your business name! Getting creative with this is one of the fun parts!

But before you decide on a crazy cool name, here are some things to consider.

You want your business name to **communicate clearly** what your business is all about. It's helpful to use keywords in your business name denoting exactly what you do.

EX: Grace Filled Earnings is letting my audience know I'm here to "earn"

When in doubt, using your name is never a bad idea! Because if you change niches or add multiple products to your business your full name itself isn't specific so you can integrate different products and grow in other areas.

Creative, clever names may sound awesome and create excitement for you, BUT it's best to stick with something simple that clearly communicates what your biz is all about.

Don't overthink this. Pick a name and MOVE ON!

03 LEGAL STUFF

Now that you've picked your business name, it's time to dive into all the legalities! (The fun stuff, am I right?! Totally kidding of course) First, [watch this video](#). And then...

1. Depending where you are from will depend on what you will need to register. If you are in Australia you will have to apply for an ABN if you're in the States you will have to register for a LLC. Just google what you need to register when starting a new business.
2. Open a business checking and savings account account at your bank and apply for a business MasterCard or Visa to keep things nice and organized for tax season.
3. Obtain a business license from your state or province department (if applicable)
4. Make sure your website has your privacy policy and terms of agreement listed in your footer. (If you use stan store, they help you with this!)
5. Purchase your domain (I bought mine on [hostinger](#) but another popular one is [namecheap](#)) and set up your professional email.
6. Hire a tax professional to take care of your business taxes (this is something that can wait, but I wanted to list it here just to make sure you are thinking forward!)
7. If you plan on having a NO REFUNDS policy (as most digital products do due to the nature of the product), make sure it is clearly listed in your legal footer, or in the form of a checkbox your customer must check before they click buy now on your product order form.

A note on the “legal stuff”:

The “legal stuff” also can (usually) be done after you get through the hard part of creating your product, and even listing it for sale,

so don't get stuck on it and let it cause you not to act.

People are creating products every day, it's not hard but you do need to be aware of what the legalities are. “This is your responsibility.”

Please keep in mind that laws are different and vary by city, state, and country! So your “Legal stuff” might be different from someone else's, and even **different** than what you'll find in this guide.

For people in Australia please google what is required or speak to your accountant (if you have one). You want to make sure you are compliant.

For people in the states, I understand it's a great idea to have an LLC, but it's not absolutely necessary in every city, state, and country, which is why you should do some digging and find out what the laws are **where YOU** live so you are compliant, but also so you don't take any unnecessary steps and spend money that you might not have to.

In Canada, you don't need to incorporate your business immediately if you don't want to. You can run as a Sole Proprietor until you start earning. For more info on that [click here](#)

04 DEFINING YOUR NICHE

Ok, I know everyone loves this part ;) but let's dive in!!

What is a niche?

There are SO MANY people out there who are confused when it comes to their NICHE. Some people never see success in their business because they never clearly define their niche. And they never clearly define their niche because they mistake their ideal customer for their niche!

Your niche is simply the problem you solve. Period. It is not the person you solve the problem for.

There are thought to be 3 “evergreen” niches. AKA, if you stay in one of these categories, you will ALWAYS make money. Health, wealth, and relationships. If your niche isn't classified under one of these niches, don't worry. You CAN still find success! It's just much easier to find success in one of the big 3.

What problem do/can you solve?

And don't put too much pressure on yourself here. You only need to take people from point A to point B. You don't have to take them from 185lbs to the competition stage ready with your product. You only need to help them lose the first 20lbs. (This is just an example, of course)

ACTION STEP: Today I want you to write down ALL of the problems you can solve. This will also double as your product idea list.

Keyword research

Alright, now here's where we find out JUST how profitable your ideas are. Use [Wordstream](#) and start searching for some keywords from your product idea list!

Keywords are so handy for helping you discover how many people have the problem you solve, by uncovering just how many people are searching those terms on search engines every month! To find a truly profitable niche, you want to aim for 20k searches for each keyword. Save all keywords you've searched and make sure you keep note of how many searches they have.

Free Keyword Tool

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

Enter a keyword or website URL to find suggestions:

FIND MY KEYWORDS

I'll use my niche as an example. Practically, I create and sell digital products and I help other people create and sell digital products. (like i'm doing now with this guide!)

So I searched "digital products" and found out it only has about 18k searches per month. Not bad, but not good enough. (remember, I said we want at least 20k searches, otherwise it may be hard to find the person with the problem you solve, if they even exist!)

digital products

18,100

This is why knowing the problem you solve is just as important as the product you sell! While I may sell digital products that teach people to create their own digital products, it's not the problem itself but only the solution to the problem....so what's the problem I'm solving, you ask?

Keywords	🔍 Monthly search volume
make money online	301,000
make cash online	301,000
generate income online	301,000
create money online	301,000
ways to make money online	74,000
ways to earn money online	74,000
ways to get money online	74,000

I help people make money online. (I can just hear the lightbulbs going off in your head right now)

Another really helpful tip when you're thinking of a problem you can solve within your niche is [AnswerThePublic](#). You can find out what terms people are searching and make sure to include those in not only your keyword search but your content as well!

Simply search the keywords you found on Wordstream that are related to your niche, and save the questions you find people are asking using those keywords.

You will most likely find WAY more than one problem you can solve, but let's just pick one for now. You don't have to solve every problem within your niche in one digital product.

Trust me, it will sell MUCH better if you can clearly define ONE problem you solve with that product. Remember, you only need to deliver one result to your customer. Point A to Point B. Don't overcomplicate this.

Also, this won't be as applicable until further down the road, but I promise you'll remember I said this:

Pay attention to the other problems your customers express to you as they're solving one problem with your first digital product. Take note! These conversations will give you ideas for your NEXT digital product. (And trust me, the ideas won't stop coming!)

05 BRANDING BASICS

Wait, did I say finding your niche was the fun part? I lied. It's branding. **ALL THINGS BRANDING!**

When you think of branding, what do you think of? For me, colors come to mind first thing.

Colors are super important and communicate the vibe of your brand to people even before they read your words.

I chose calming colours with a pop of magenta for my branding. I feel it denotes the feeling of professional, luxe and bold business fun! I found my colour palette on [pinterest](#) under 'trending colour palette'.



05 BRANDING BASICS

PRO TIP: You can use the #number example #FA8758 number in Canva colours and create your brand colour template and save it in Canva, so each time you create a new digital product your colours are there ready to use. This creates brand consistency

Your branding colour palette helps you to create the feeling you want someone to have about you and your business. Colours can give the right impression of you to the right people. (And bonus: it will attract people like you who are also attracted to those colours! So make sure your colour palette is true to YOU!)

Questions you want to ask yourself before picking colours...

How do I want to come across? (Spunky, vibrant, calming, trustworthy, professional, etc)

What emotion do I want to elicit in my audience?

What are the favourite popular brands of my audience and what does their branding look like?

It's also helpful to scope out your successful competitors (aka people who solve the same problem as you) and see what their branding looks like.

Don't copy them, but get **inspiration** from them!

Trust me, copying someone NEVER works. Take the principles they use and apply them to your own content, but never copy.

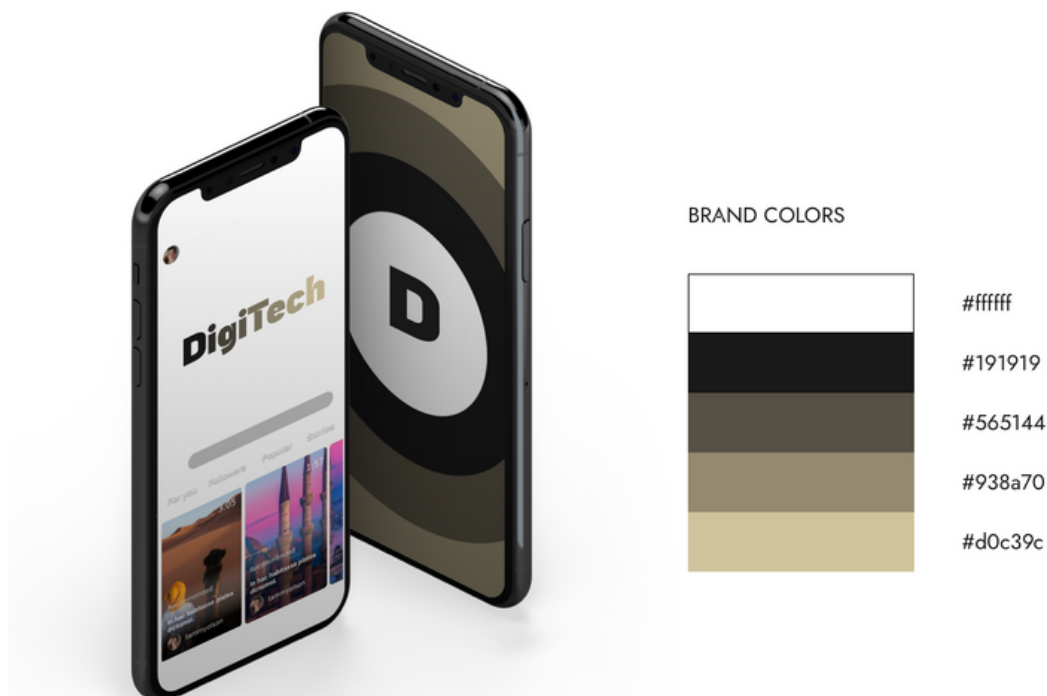
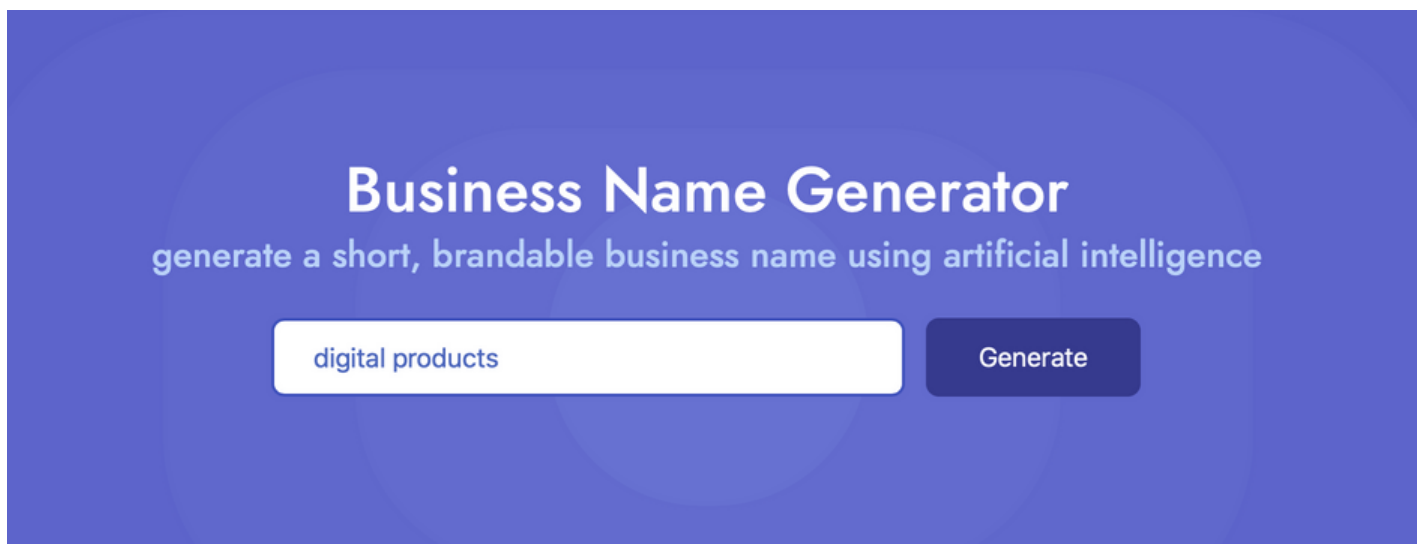
Colour theory

I won't go too deep into this, because I'm no expert. But I will say there is a REASON (based in psychology) why I choose to write my text in WHITE on my stories and 99% of the time on my reels. Different colors elicit different feelings in your audience, and also denote different things to them about YOU and your brand.

Red Excitement Strength Love Energy	Orange Confidence Success Bravery Sociability	Yellow Creativity Happiness Warmth Cheer	Green Nature Healing Freshness Quality	Blue Trust Peace Loyalty Competence
Pink Compassion Sincerity Sophistication Sweet	Purple Royalty Luxury Spirituality Ambition	Brown Dependable Rugged Trustworthy Simple	Black Formality Dramatic Sophistication Security	White Clean Simplicity Innocence Honest

After psychology, you also want to take into account practicality. Make sure your text color is able to be read against your background color. (THIS IS SO IMPORTANT AND CANNOT BE OVERSTATED!) You want your message to **POP**.

[Namelix](#) is a helpful tool for both NAMING your business AND coming up with your branding colors! Once you search your keywords and decide on a business name and logo, you can click on the specific logo/name you like and it'll give you a color palette and a mockup!



06 DOMAIN AND EMAIL

The main reason you're getting your domain name isn't necessarily so you can set up a website right now. The main reason you want a domain name is for the professional email. That way you can get your email list up and running now and ready to go as soon as you launch your digital product!

I recommend staying as close to your business name as possible if not your whole business name. For example, my business name is Grace Filled Earnings and my domain is:
www.gracefilledearnings.com

For your professional email name, I recommend one word @ your domain name. For example: mine is:
lisa@gracefilledearnings.com

You could also do hello@yourdomainname.com

Watch these videos to learn how to...

[Register and set up your domain](#)

[Set up your professional email](#)

07 COMING UP WITH YOUR PRODUCT IDEA

Alright so now that you have your niche (problem to solve), now you need to figure out HOW you want to solve it.

With an **ebook** full of tips and info? With a **guide**? **Journal**? **Templates**? **Subscriptions**? **Videos**? A full-blown **course**? (i do NOT recommend the last one for your first digital product!)

Here's a video that will help you get your creative juices flowing!

Just know that people will pay for anything as long as it solves their problem.

If you already have a business and you have things in your business that you use (email templates, coaching packets, etc.) that can be turned into digital products, you could start there!

In my humble opinion, guides or ebooks are the easiest and most effective way to get your foot in the door with your first product. They also have a high perceived value.

PRO TIP: Target a Specific Problem. Create your digital product with a laser focus on solving one specific problem for your audience. Precision makes your solution more valuable and positions you as an expert in that niche. Keep it clear and actionable.

08 CHOOSING A NAME FOR YOUR PRODUCT

The name of your product is an extremely vital piece. It can actually make or break your sales...as dramatic as that sounds.

My mentor once said “clear is better than clever” when it comes to naming a product you’re selling. So it’s best to clearly communicate what result your product delivers vs something that sounds cute or is an alliteration.

Bonus points if your product has any of these words in the title: how to, guide, proven, ultimate, 101, framework, or ___ days (example: 10 days, showing a time frame to expect results).

Example of a product name that probably won’t sell: “my favorite recipes”

Example of a product name that most likely WILL sell: “7 recipes your picky kids will love, guaranteed”

Use the name of your product as a HOOK to reel your buyers in to the product page! If the name sucks, chances are they’ll never make it that far.

09 PRODUCT CREATION

The most popular (and my personal favourite) place to create your digital products is [Canva](#)! Canva has free ebook templates (that can double as guide templates!) that are beautiful, and will really help you paint the vision and create a beautiful digital product.

All you really need is the free version of Canva, but the pro version will give you TONS more options. So it's definitely something to consider down the road! But for now, free will do.

If you don't happen to like any of the templates on Canva, you can purchase one from Etsy. Etsy is amazing for finding niche related digital product templates for your audience. Plus now that MRR and PLR is popular, many templates on there can be re-branded by you and sold to your audience!

You'll also want to set up a google drive if you haven't already. (it's free) If you have a gmail account, you should already have access to a google drive. (Whenever I need to find my google drive, I literally just google "google drive" and find it every time) This is where you'll save your creation (make sure to save it as "anyone with the link can view" that way every single person doesn't need to "ask permission" to view the file)

A really cool thing about google drive is that whenever you make updates to the product, your customer will automatically have access to all the new updates! (a big selling point!)

10 SETTING A PRICE FOR YOUR PRODUCT

Have you ever noticed that the price of most digital products ends in a 7? \$27, \$37, \$47, etc. **There's a psychology behind this** and statistically, products priced with a 7 at the end sell better. (don't ask me why, I don't make the rules)

One thing to consider is that **you want the VALUE of the product to be higher than the price.** For example, this guide of mine that you are reading right now is worth every bit of \$157 (at least!), but I priced it at \$47. The value WAY exceeds the price! I also wanted to make sure that the "everyday woman" could afford this without breaking the bank or stressing if she did NOTHING with it. (We all know how that goes....I have tons of things I've bought and never read!)

There is also something to be said for **UNDER promising and OVER delivering.** I think that is kind of a lost art these days. This builds trust with your audience and will produce faithful customers who buy whatever digital products you put out.

I like to keep my products priced under \$100. I think that's a good rule of thumb, especially when you're first starting out. It's much easier for someone to pull the trigger on something under \$100 than it is for something over \$100.

When setting a price for your product, you also want to factor YOUR goals into the equation.

What's your first income goal for your first month? \$2,000? How many ebooks will you need to reach your goal?

74 ebooks @ \$27 each (roughly 3 sales/day)

54 ebooks @ \$37 each (roughly 2 sales/day)

42 ebooks @ \$47 each (roughly 1.4 sales/day)

35 ebooks @ \$57 each (roughly 1.1 sale/day)

29 ebooks @ \$67 each (1 sale a day)

This part gets me really excited. When you see the breakdown like that, I swear it does something to your brain and immediately you feel like **“wow, this is doable!”** (and if you feel the opposite, please don't stop reading this guide until you get to the end to the mindset recommendations!)

11 SCOPING OUT THE COMPETITION

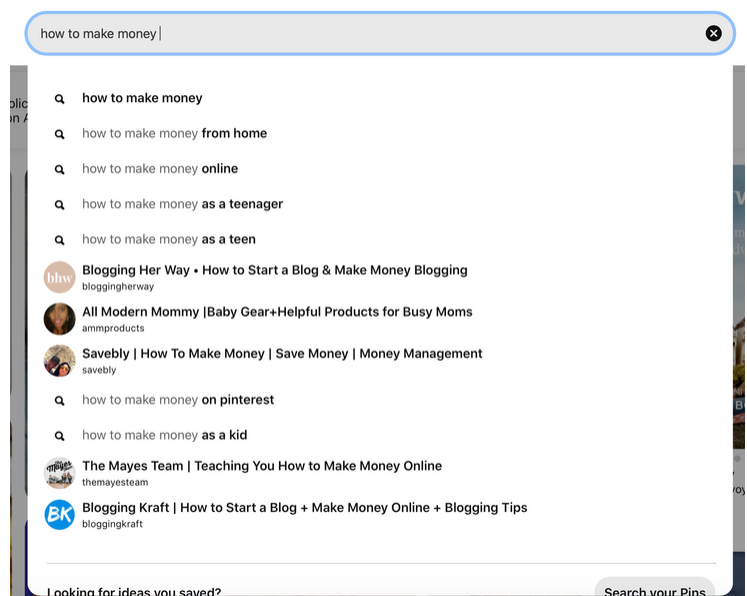
This part is really **important**, so don't skip it.

You want to know enough about what your competition is doing that you know the gaps you can fill in the market, but not so much that you start to sound exactly like them and start making your content look exactly like theirs. (Been there done that....don't do it!)

You also want to see how your competition is pricing their products so you can follow suit if you have a similar product.

The first place I want you to conduct your research is on all social media channels you use! Pinterest is a great one even if you don't use it. Think of it as a social media search engine that will connect you to things and people on MANY platforms.

When you search up some of your keywords, pay attention to what auto-populates. You'll also see some of your brand new competition pop up! Click and scope them out. I always head straight to the link in the bio.



IF YOU HAVEN'T BY NOW..

It's time to start putting your actual product together!

First, I recommend doing a **BRAIN DUMP of every topic you want to touch on**, and THEN organizing them into sections (or days, or steps). Once you have each topic organized into a section, you can start putting it all together on the ebook template!

I don't know about you, but I need a guide/outline to help me when I'm creating. You totally might work better just flying by the seat of your pants, but doing it that way in the past has left me with A LOT of unfinished projects because they just start to seem super disorganized and overwhelming.

So, organize FIRST!

Then create.

And my biggest tip here is just to get it **DONE**. Done is better than perfect, and you can always go back and tweak and edit it later. Your customer will have the google drive link when they purchase and will be able to access all of those "oopsie" updates.

12 MARKETING YOUR PRODUCT

The way I learned how to market my digital products was through a course that cost me \$497 (i still sell it and believe wholeheartedly in it! It comes with resell rights so you too can sell it as your high-ticket item, [click here to learn more about it](#) but I will highlight the key points when it comes to marketing your product.

For right now, I just want you to focus on Instagram. Unless you're already familiar with other platforms like TikTok and Pinterest, in which case you can repurpose your content to drive traffic to your Instagram.

But Instagram is such a unique place and such a great platform to not only build an audience but also to nurture your audience. The algorithm is very unique in that way. It's definitely my platform of choice and where I focus my efforts!

13 INSTAGRAM

When marketing your products on Instagram, **you have to keep in mind that Insta is a NURTURE platform** first before it's a conversion platform. Meaning, your audience wants to get to know you more than anything else. So weave your personality throughout your content!

I recommend sticking to REELS **and keeping your feed mainly business.** What I mean by that is----don't go putting videos of you and your friends at concerts with no context behind it and without tying it into your offer somehow.

It's best just to keep your personal life to your stories!

Think of your Instagram reels as the party, and Instagram stories as your HOUSE! You're inviting people in to get to know you more intimately, so that's where all the personal stuff should go! This will help you build a know, like and trust factor with your audience as well.

Keep your stories to 6-8 stories per day though, and go for QUALITY. **Mention your offer at LEAST once a day!**

It's also wise to weave business and personal into both reels and stories to TELL stories. By posting about why you started making your own digital products, you can connect with your audience on a deeper level than if you you're just listing off features of your product or benefits your product can provide.

4 ACCOUNTS TO FOLLOW FOR IG HELP

@LIKELAURENTAYLOR

trending sounds +
hooks

@MISSCAROLINEFLETT

Instagram tips, tricks,
and cool hacks

@HERCONTENTCOACH

AI and all things Chat
GPT for content

@_BUILTBYHER

Psychology & neuroscience
in social selling

AUTOMATIONS FOR INSTAGRAM

[Many chat](#) is the BEST KEPT SECRET that isn't really a secret at all. Pretty much anyone you see who is posting a call to action asking their audience to comment with a keyword for certain info is using manychat!

You ask the audience to comment a keyword and the chatbot sends automatically sends them more info.

You can use the basic free version, but I will warn you, there are LOTS more features and flexibility with the paid version.

[Here is a great tutorial on how to use ManyChat!](#) (but it is pretty easy to figure out on your own as well!)

NOW WHAT?

Now start documenting your journey of creating your product and start speaking as if you're speaking directly to the person who has the problem that your product will solve!

PRO TIP:

You can also start collecting emails through a question box sticker in your stories! That way you'll have a list of warm leads to launch to when you do launch your product!

14 YOUR EMAIL LIST EXPLAINED

Isn't email dead?

No way! In fact, email marketing has always been the most tried and true method for converting sales long-term than any other method. Think about it. If someone finds you on Instagram, clicks on your link to purchase, but doesn't purchase....then what? They're gone forever.

That is....

Unless you have an email marketing system!

Think of your Instagram, link in your bio, etc. as the front-end marketing and your email campaign as your back-end marketing. You want to cover both ends!

I use AWeber (I already use this with my other business) as my email marketing platform but Flodesk is another popular one! There are other email platforms but these seem to be the cheapest. It's completely up to you, though!

Flodesk is like the Canva of email platforms, in my opinion. It allows you to make beautiful emails EASILY! It's also very user-friendly and most times self-explanatory, and affordable.

15 YOUR LEAD MAGNET

What's a lead magnet?

A lead magnet is another thing that is incredibly simple, yet so many people seem to be pros and overcomplicating.

Have you ever seen someone offer a free guide or resource with info relating to their niche? Yep, that's their lead magnet.

It's how they build their email list with people who are interested in the topic they solve a problem for, and with the lead magnet, they can give them free value in exchange for their email address.

You do NOT want your lead magnet to be something that is straight garbage (that will not build trust remember), you want it to be something that they'd actually pay money for! Something with some real actionable steps or tips or info.

It can be anything from an ebook to a guide to a journal and anything in between. Even just a Google doc with tips is acceptable! Just make sure it's something YOU would put your email address in a box for.

16 YOUR OPT-IN FORM

-this is an optional step if you aren't using Stanstore

Your opt-in form is how you'll capture those email addresses in exchange for your valuable lead magnet.

You can set yours up beautifully using Flodesk!

1. Go to your Flodesk account and click on FORMS. I like to use social forms for my opt-ins.
2. You can have the button redirect to a different URL (instead of a thank you or confirmation page), and I recommend having it redirect to your Google Drive link for the freebie! Just take them right to it since you have their email now!
3. You'll want to add a segment and name it something like "freebie" or "freebie list" that way you know what that audience is there for and can keep track of who downloaded it.

You'll want to deliver your freebie thru your workflow. What you'll do is go in and set up a workflow (AFTER you set up your audience) and then you will have the first email in that workflow also contain the google drive link to your freebie.

When it comes to your freebie email, simple is best! Here's an example:



Hi [first name],

Here is your freebie "50 Detailed Digital Product Ideas" that are high in demand and sell on social media.

I can't wait for you to check it out and discover your first digital product!

Let me know if you need any help along the way!

Chat soon,

Lisa

17 SETTING UP YOUR EMAIL CAMPAIGN

Your email campaign is truly what is going to allow you to automate your sales and allow you to earn while you sleep.

So now you need to write a few emails in your sequence to sell your freebie grabber on your product!

[Here's a great email series](#) that is called "freebie to sale", and it's AMAZING! It will help you take your cold leads and turn them into HOT buyers!.

[Here's a free email series that you can have and tailor to your paid offer!](#)

OH HEY! Don't forget to TEST everything before you launch!

Enter your email into your freebie opt-in and make sure you get that first email and that the freebie is delivered to you flawlessly! Test it all and make changes accordingly.

18 SETTING UP YOUR STAN STORE

A quick note, You don't have to use Stan Store to sell your digital product. You can sell your products from your website but if you are a beginner Stan Store is probably the best and easiest place to start. The Road Map can show the other option but for now, Stan Store is amazing and extremely popular.

Your [stan store](#) is going to be your ONE-STOP SHOP for all things you create! Your freebie, your digital products, and all of your links! (Even things you like) Think of it as a link tree and a shop all in one.

Step 1: if you haven't already (**this will give you 14 days free!**)

Step 2: [Go through this getting started sequence](#) to make sure you get set up the right way!

Step 3: Add the link to your freebie form as a product and choose to add it as an "external link"



External Link / URL

Redirect users to an external site or add a Creator's affiliate link

Even if your product isn't quite finished yet, go ahead and start setting up the sales page for it!

This is a great time to go back to the scope out your competition stage and read some sales pages! Get some ideas and apply them to your own!

When it comes to STAN STORE sales pages, some say the shorter they are...But it depends on what you are selling!

YOUR FREEBIE: The shorter it is the better! (you want the opt in box at the top!) - not drowned down right at the bottom

Your DP page you want to capture you're customer with a hook in the first sentence, describe their problem and offer a solution ie your DP!

BONUS add in testimonials and screen shots the the product (you can make flat lays in canva)

You can also use a video of you explaining your DP if you want too! Keep it 2-3 minutes!

19 LAUNCHING YOUR FIRST PRODUCT

ARE YOU READY? LET'S GO.....

I am so excited for you to LAUNCH your first digital product, my friend. YOU DID THE HARD WORK, now time to execute the steps! And of course, continue to create content to drive traffic to your freebie and your offer.

So first, make sure you have your **stan store link** in your bio on Instagram! Get in your stories and SHARE YOUR EXCITEMENT! Energy is sooo contagious! So many people who purchased from me told me it was my ENERGY and EXCITEMENT that sold them first! DO NOT DISCOUNT YOUR ENERGY!

Also, it's ok to be nervous and unsure. But I recommend reframing your mindset. (We'll talk about that in a minute!) This is something EXCITING you're doing for your family. This has the potential to CHANGE your life forever and help so many people solve a problem!

[Here's an incredible video about marketing to your followers.](#)
[Please watch it!](#)

START SHARING YOUR STORY!

This is so vital! Start creating content and sharing your story now! Talk about why you created your product, what that method of solving the problem has worked for you, paint the picture for them!

It takes over 100 touch points for someone to get familiar with you, and about 7-8 touch points for someone who is already familiar with you to want to buy your product. The good thing about this is, every story, comment, reel, etc. they interact with is a touch point! So if you're putting out 2 reels a day, 6 stories a day, and interacting with comments, this can happen quickly. Let the compound effect happen in your favor.

So, please keep in mind that even if you sell ZERO on day one, that means nothing. Instead, keep track of your analytics! Is your Instagram reach or engagement growing? Track THOSE things and I promise you'll stay encouraged. **Remember!!** it might not happen over night but don't let that stop you... Creating a business takes time.

Also, take note of what kind of content does well, and repeat that in different ways.

And don't forget to ask for testimonials from your buyers! You can do this by emailing them and asking, or if you know specific people who have used your product and have been loud about their results, use those screenshots as testimonials!

20 GOAL SETTING AND MINDSET WORK

How important is mindset to a business?

It will literally make or break you. I'm a firm believer that what you put out is what you get back. And if you have a STANK mindset, you will act accordingly and that'll be what you're putting out in the world! CHANGE IT! I'm telling you, the best investment you will ever make is in your MIND.

[Watch this Ted Talk about the secret to changing your mindset.](#)

Goal setting

Listen, setting goals is VITAL. I know you probably want to skip this step, but don't.

Think of your monthly income goal, and divide by 30. Divide by your product price. That's how many you need to sell.

Create your content schedule accordingly. Do you need to post MORE to reach more people? Do it! Do you need to be in your stories more? Do it! Do you need to send out incentive emails once a week? Do it! Whatever it takes. I say AIM HIGH with your goals vs low. Don't go for realistic. Be WILDLY UNREALISTIC.

21 *BONUS* SCROLL-STOPPING HOOKS

Disruptive hooks (to help you stand out in your industry)

- Don't waste your money on this...
- I didn't want to believe this either...
- Here's what other people aren't telling you...
- Don't believe the hype on this...
- You HAVE to stop believing this if you want...
- This one mindset shift changed everything for me...

Inspirational hooks (to inspire your audience)

- Here's how I went from ____ to ____ in ____...
- Here's the shocking story of how I ...
- This one thing changed my life. Here's how...
- If you're truly ready to ____ without ____, this is for you...
- So many people never overcome _____. Here's how I did...
- I made this one mindset shift and everything changed...

Connection hooks (to help get your content in front of the right audience)

- If you like these things, we should connect...
- Calling all _____.
- Where are the _____ who want more in their life?
- I'm looking for _____, do these things describe you....?
- If you're a _____ who's tired of _____, this is for you...
- Hoping this video gets in front of_____. did it work?

YOU DID IT!
THE HARD
PART IS
OVER!

NOW IT'S
TIME TO
CELEBRATE!



WELL DONE!!

YOU SHOULD BE
PROUD OF WHAT
YOU HAVE
ACHIEVED.

IT CAN BE VERY
DAUNTING
STARTING
SOMETHING NEW.

**CONGRATS ON CREATING YOUR OWN DIGITAL
PRODUCT, BUT NOT ONLY THAT BUT DOING
THE RESEARCH AND THE TOUGH STUFF TO
MAKE SURE IT SELLS! PLEASE [REACH OUT TO ME](#)
ON IG IF YOU HAVE ANY QUESTIONS.**

**CHEERS TO CREATING PASSIVE INCOME FOR
YEARS TO COME!**

THANK YOU
FOR YOUR PURCHASE

[Download Template](#)

I HOPE YOU HAVE
FUN REBRANDING
THIS COURSE

