

Digital Product Playbook

17 steps to crafting,
marketing & monetizing
your own digital products

LET'S GET STARTED

Hi, I'm....

I'm Jen from Switzerland and my biggest passion is travelling because I feel most alive when I am on the road and exploring new places.

I always dreamt of being my own boss and live a life of freedom which is why I moved to Australia at the age of 19 to find out what I wanted from life and how I can make my dreams come true... I called Sydney my home for 4 amazing years. During that time I decided to follow my passion for sports & fitness and studied to become a personal trainer and fitness model. Because it was a struggle to get a long-term visa I moved back home and started to coach my clients online.



We have since grown to 200+ clients which also led me to mentor other fitness trainers on building their businesses.

Over the last year I've tried to move away from only doing 1-1 coaching and find a more passive way of income.


I have done network marketing (2014-2016), tried dropshipping last year, created online courses and lots of other things but nothing felt quite right and I was burnt out.

I am THRILLED to have now found the world of digital products! With master resell rights (selling a done for you digital marketing course) I have been able to make 5,000 in around a month's time. This digital e-book will teach you how to create and sell your own digital product. But if you're interested in Master Resell rights, you can find that info [here](#).

If I can help in anyway, please let me know!

Much love, Jen

What's inside....

1. Define your niche & ideal client
2. There is a problem – how can you offer a solution to solve it?
3. Brand and name your business
4. What are you going to sell?
5. Product Name
6. Product Creation
7. What will the price be?
8. Time to research the market
9. How to market
10. All about TikTok
11. All about Instagram
12. All about Pinterest
13. Stan Store / Linktree (your storefront)
14. Goal Setting
15. Time to launch
16. Testimonials for your product
17. Get noticed 

Let's Get Down to Business



1. WHAT IS
YOUR
NICHE?

What is a Niche

Niche refers to a **specialized segment of a broader market**. It focuses on a specific target audience with distinct needs, preferences, or characteristics. Choosing a niche involves identifying a specific market segment that you can serve uniquely and effectively.

Think of it like this:

Overall, your niche is going to be about the problem you want to solve. It doesn't involve WHO is involved, but the problem.

Example: my niche is 'make money online' the problem is people don't know how to, or if its possible, and my job is to show a solution.

Tip: Top 10 Niches are: Personal Finance, Health & Wellness, Food & Drink, Fitness, Travel, Home improvement, Relationships, Education, Parenting, Outside Lifestyle, Pets, Cosmetic

- It is important to pick one that you actually care about & could spend hours talking about.

What is a Niche

Most people make the mistake of not having a niche or not being specific enough because they're scared that they will leave people out.

That is actually not true.
It's the exact opposite.

If you speak to
everyone you sell to
noone.

By being too broad you will have a hard time attracting your ideal clients in your marketing because they don't feel like you're speaking directly to them.

The more specific you can get, the better!

How can you find your niche? (write this down)

- What are your strengths / expertise?
- Who do you enjoy working with?
- What problems do they have?
- How can you solve their problems?
- Results you got for past clients or even friends if you've helped them with something you're good at

Let's dive in head first...

A good tool to use is the Wordstream tool to search keywords

WordStream
by LOCALIQ

Free Keyword Tool

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.

www.example.com or keyword

FIND MY KEYWORDS

Keywords for bikes	Search Volume	CPC	Competition
bike race	135,000	\$1.25	Low
kids bikes	90,500	\$5.56	High
bike store	60,500	\$0.92	Low
girls bike	49,000	\$1.00	Low
bicycles for kids	48,000	\$1.00	Low
adult bicycle	37,500	\$2.58	Low
children bike	37,500	\$2.58	Low

The first thing you want to do is think of and type in some key terms around the product you are wanting to create. Whether it is instagram growth, make money online, even how to find trending audio. Make sure you save these results to reference later.

You will be able to get a more clear picture of how popular the search terms are online for the niche (or problem) you're in. Let's look at my example below, "how to make money online"

Refine your search with Industry and Location.

Confirm keyword or website URL to find suggestions:

make money online

Choose an Industry (Optional):

All Industries

Enter a State or Country:

United States

Continue

Keywords	▲ Monthly search volume	Top of page bid (low range)	Top of page bid (high range)	▲ Competition
make money online	301,000	\$0.92	\$3.00	MEDIUM
to make money online	246,000	\$0.92	\$2.77	MEDIUM
earn money online	90,500	\$0.96	\$3.21	MEDIUM
ways to make money online	74,000	\$0.94	\$3.00	MEDIUM

KEY TAKEAWAYS:

- You are aiming for keywords that have around **25,000 searches a month**. You want to make sure you are entering into a 'problem' or niche that has enough people looking at it...
- If your niche is very specific then you want to be creative in how you search for terms to make sure you get the desired number of searches

Task

BRAINSTORM

Now write down 3 niches that interest you + have potential based on the above ...



1

E.g. Corporate women that want to lose weight + get fit again after they had a baby

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2

E.g. Stay at home mums who want to make money online

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3

E.g. Online female-preneurs who want to scale to 6-figures...

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1.1 WHAT IS AN ICP?

What is an ICP?



ICP stands for Ideal Client Persona

Knowing your ICP (ideal client persona) helps you:

- Put yourself in your ideal clients shoes
- Understand their needs, struggles and situation better
- Create content/marketing for this exact person (ICP)
- Makes sales (calls) easier because you understand and know them

The more specific you can address your ideal client, the bigger the chance that he/she will get in touch and want to work with you.



Task

IDEAL CLIENT

Now that you know your niche, let's find out more about your ideal client...
The goal is to know your ideal client as if they were your best friend.

Name

Sex

Age

Residence

Status

Current job

Education
level

Current
income

Notes



Photo



IDEAL CLIENT

Now that you have some basic information about your ICP, let's dig even deeper...

1 What makes him/her buy? What do they like to buy?

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.....
.....

2 Living situation?

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.....
.....

3 Social media consumption...

.....
.....
.....

4 Lifestyle...

5 Struggles?

6 Biggest goals?

7 Belief systems/habits...

8

Biggest dream?

.....

.....

.....

9

Values..

.....

.....

.....

10

Personality traits/character..

.....

.....

.....

11

Other..

.....

.....

.....

.....

2. There is a problem, how can you offer a solution?

Whats the prob?

If you can solve a problem you're set!

It's time to get clear about the specific problem YOU want to solve with your digital product!

It is a really good idea to do some market research on some public forums to see what kind of problems those in your niche are having and need solving for! There are tons of resources for you to use for your research :

Here are a few great resources:

[ANSWERTHEPUBLIC.COM](https://www.answerthepublic.com)

[REDDIT.COM](https://www.reddit.com)

[QUORA.COM](https://www.quora.com)

[FACEBOOK GROUPS](#)

Take the keywords you found previously related to your niche and search for them. You will find questions that people are asking around these keywords and these **questions = the problem**. How can you solve them?

Don't try to solve too many problems in one product, each product should be a well rounded solution to A problem. After you launch your first digital product, go back to the questions/problems and create another :)

3. Brand and Name your business

Time to choose a name!

Tips for creating a business name:

- 1.Keep it simple and easy to remember: A good business name should be easy to remember and pronounce. Avoid using complex words or spellings that might confuse potential customers.
- 2.Choose a name that reflects your brand: Your business name should reflect your brand identity and the products or services you offer.
- 4.Check for domain name availability: Make sure that the domain name for your business is available. You'll want to use your business name as your website URL, so it's important to check that the domain name is not already taken.
- 5.Research your competition: Check out the names of your competitors to make sure your name is unique and not too similar to theirs.

Domain Host options:

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

These platforms offer domain registration services and often provide additional features like domain management, DNS management, and website hosting. Prices may vary among providers.

Branding Your Business

Tips for branding your business:

1. Develop a brand strategy: Before you start branding your business, you need to develop a brand strategy that defines your brand's goals, target audience, messaging, and tone of voice.
2. Define your brand identity: Your brand identity includes your logo, color scheme, typography, and overall aesthetic. Develop a consistent brand identity that reflects your brand values and resonates with your target audience.
3. Be authentic: Your brand should be authentic and true to your values. Be transparent and honest with your customers, and avoid misleading or false advertising.
4. Create a brand voice: Your brand voice is the tone and personality of your brand. Develop a brand voice that reflects your brand values and resonates with your target audience.
5. Consistency is key: Consistency is important in branding. Use the same messaging, tone of voice, and visual identity across all channels and platforms.
6. Remember that branding is a long-term investment, so take the time to develop a strong and authentic brand identity that will resonate with your target audience and help you achieve your business goals.

Branding Your Business

View my DIY Brand Guide [here](#)

Inside the DIY Brand Guide I talk about the psychology of colors, font guidance, *100 free matching Canva fonts* and done for you *mood boards*, *40 matching color palettes* you can copy and *stunning stock images*.

Have fun creating!



**4. WHAT
ARE YOU
GOING TO
SELL?**

What Product Should You Sell?

You have options! So choose the 'type' of product you want to create and sell. It comes down to what you want to offer, and what works with your niche.

Here is a list of ideas:

- ebook/guide
- stock photos
- templates (canva, etc!)
- graphic designs
- virtual services
- music and audio
- online courses and educational content
- books
- online course / mini course
- memberships
- coaching etc.

5. PRODUCT NAME

Naming Your Product

So it Sells

The name of the product can be hard, but trust me this is important!

Don't get caught up on trying to create a clever/catchy name for a product if it dilutes what the purpose of the product is! To be clear is more important than to be clever.

You want your viewer to KNOW the product is for them.

Some words that might help when you are naming your product would be 'a guide to...' "how to xyz"

If your digital product name is inward (self) focused it will not translate well. For example: My Favorite Ab Exercises



However, a digital product with a specific solution to a well asked question WILL sell. For example: 10 Ab Exercises To Tighten the Lower Belly



6. PRODUCT CREATION STATION

Where Do You Create Your Product?

There are so many quick and easy resources now to create digital products, even for beginners! Two of these would be Google Sheets and Canva.

Canva has a lot of free templates that can be easily edited and downloaded and look amazing. Canva is good for guides, e-books (like this!), or templates you want to sell.

Google Sheets is easy to share amongst people and is a great option if you have a tool you use specifically for your business that could be helpful for others as well.



Canva Free Version



ChatGPT

Leverage ChatGPT in creating a digital product.

1. Provide clear instructions: When interacting with ChatGPT, be explicit and provide clear instructions to get the desired responses.
2. Frame your questions or prompts in a specific manner to receive more accurate and relevant answers.
3. Determine how it can enhance user experience, provide support, generate content, or offer personalized interactions.
4. ChatGPT can be utilized as a virtual assistant or customer support agent within a digital product.
5. ChatGPT can aid in generating or curating content for digital products. It can help create blog posts, social media captions, product descriptions, or other textual content based on user input or predefined prompts.

Remember, while ChatGPT can be a powerful tool, it is essential to understand its limitations and use it in combination with human oversight to ensure the best user experience and avoid potential issues.

TIP: some of the apps only allow you up to 3 questions a day, download a couple of different apps to use for when you exceed your number of allowed questions.

**7. WHAT
WILL THE
PRICE BE?**

Pricing Your Product

The price of the product matters for a couple reasons: 1. you want your products price to be indicative of the value but also enticing to the customer. Low ticket items are easier to sell but you also want to leave yourself the ability to increase prices as your products provide more value.

Research shows that ending your product price in \$7 or \$9 is best!

If you want to have customers who come back for each offer you launch, make sure that your item is packed full of value, even beyond the price point!

A low ticket item would be something listed for under \$100. Remember: getting 10 purchases at \$97 equals \$970!

If your first product is \$37 keep in mind the amount of value you are creating so that when you create your next, bigger offer at \$57, you know to add that much more in.

Keep YOUR monthly goal in mind as you are pricing your product as well!!!!

If \$4,000 a month is your goal for product sales, you can think of it in terms of:

148 products at \$27

85 products at \$47

>> Use my Google sheet to calculate [*click here*](#)

**8. TIME TO
RESEARCH
THE
MARKET!**

Market Research

Now that you've defined your niche and ideal client, the next step is to validate your ideas.

What better way to find out than by talking to your ideal clients directly?

On Facebook (in groups), Instagram, LinkedIn, Reddit, Quora (based on your niche) you can find your ideal clients and engage and chat with them.

Then ask them if they would be open to answer some questions for your market research.

Be honest, tell them why you're reaching out and if they would complete a questionnaire (click [here](#) for my template) or jump on a quick call to chat.

The goal here is to find out what they struggle with, what they need/want, what they do/have done and why they struggle. This is very powerful and if done right you will get a lot of really important and valuable insights for your business. (+ you don't have to spend \$\$\$ on an expensive market research analysis)

Tip: Create a spreadsheet to collect the data (struggles, goals, habits, lifestyle etc.) or use mine [here](#)

Click [here](#) for my Google sheet with possible DM outreach messages



You can also use Chatgpt **on top!** of the above to gain some more insights you maybe forgot. Remember, be **very** specific to get the best, most accurate output.

Market Research

After people either filled in your questionnaire or had a call with you, offer them something for free in return that adds value to them.

You now know what they want and can create something for them based on that.

Let's say your ideal clients struggle with getting lean/losing fat but eating healthy you could create an ebook explaining why eating healthy isn't enough and what a calorie deficit is...

Some ideas:

- Free ebook on XY (based on your niche)
- Free 30-min consultation call
- Free templates / checklists etc.

Get creative and come up with something that works for your ideal clients.

You could use that same freebie later on on a landing page for example or on your website to collect leads...

Creepin' On Your Competition

Don't be tempted to check on your competition before your product is created because you want a unique value in yours, and seeing other people's products first might muddy the waters.

After you've created your own product, you can creep on the competition and compare value given, price points, etc. just search for key words in the search bar.

To do this research check out all social media platforms:

Instagram

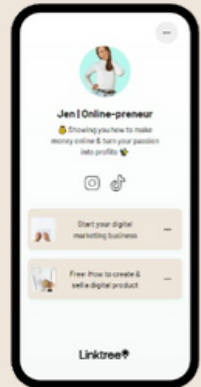
Facebook

Tik Tok

When I first started my marketing journey I noticed there were several courses to choose from. Knowing that a lot of the courses required upsell purchases in order to get the full education someone would need to be successful was not feasible to most ordinary people, I turned to [The Roadmap Digital Marketing Course with Master Resell Rights](#), the price is feasible and there are no upsells. But there is one thing missing and it's this exact guide, how to actually create the product you're going to sell along the course or just your own product.

Stan Store allows you to host and sell products on their platform.

Check it out
by clicking the icon below



As a **free** alternative you can also use [Linktr.ee](https://linktr.ee)

It lets you have several links on one page and you upload your linktree link to your IG bio.

Now.. Let's Get Down to Biz

Start by brainstorming, using a note on your phone or a note book.

Think about the problems you are going to solve. How would you walk yourself through solving them. What is helpful to you.

Then, organize the notes & that will be your outline.

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

As soon as you finish your product, its really smart to have another set of fresh eyes look it over for any mistakes you might have made!

TIP: use [grammarly.com](https://www.grammarly.com) to check for errors and it will read over to see if you could potentially leave some wording out to make it easier to read and understand

9. MULTI- PLATFORM MARKETING

Here is your golden Ticket

Using social media as a tool is SO SMART, but you want to make sure you are using it correctly to maximize your business.

There are 3 platforms that can be considered the best for marketing:

Instagram

Pinterest

Tik Tok

Pinterest and TikTok are great for reaching a *large number* of potential customers through content.

Instagram is good for *relationship building*, trust building, and multiple 'touches.' It is wise to bring those from TikTok/Pinterest over to Instagram!



Ideally, you'd use all three platforms to work together to sell your digital product.

It sounds overwhelming, but you can repurpose content across all three and more.

If that's too much I would start with Instagram first and nail that before moving on to other platforms.



Savetik is a great option for repurposing from TikTok

Where can you sell your product

Social media is the number one place to get your product in front of millions of people. However there are several platforms you can use to sell your product

Apps for selling on Shopify:

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

Platforms to sell on:

- Etsy
- Shopify
- Spotify (podcasts)
- Clickbank
- Teachable
- Amazon
- WooCommerce
- Payhip
- Udemy, Fiverr, Upwork

TIP: Even though social media is the best place, don't limit yourself. List your product for sale on other platforms as well.

10. USING TIKTOK

Tik Tok

There are SO many people using TikTok on a daily basis, you have the ability to reach a large number of people.

There is strategy involved when using TikTok for your business.

TikTok users are open to a purchase, but the way you market must not come across as a 'salesperson' or it is an instant 'turn off.'

Here are some basics of TikTok:

1. Do not use your personal account you just used to scroll and watch entertaining content 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. I recommend using the same username on all platforms so your viewers can easily find you.
3. TikTok has a 1K followers minimum in order to access the live feature and post your link with your digital product to start making sales when your viewers "go to the link in your bio". So this milestone will be your first goal. However if you have a registered business you can enter the details and have the link in bio option available too.

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

What type of content you should post

Lately TikTok is starting to favor more than just the trends. TikTok is preferring more long form content such as talking videos where you are telling a story or using a voice over.

It's been floating around on TikTok to create 3+ minute videos, now this may be what TikTok wants to see but the app users are still more likely to watch and interact with short form videos, 7-10 seconds long.

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

No need to reinvent the wheel...

WHAT DOES THIS MEAN EXACTLY? If you see someone in your niche creating content that is getting views like crazy... take that idea put your own twist on it and hit POST! I have seen insane results from this!

Now, go create your TikTok account and start posting!

I recommend trying a few forms of content (mentioned above) and see how viewers react.

Then, keep creating the type of content people like most!

11.USING

INSTAGRAM

Does anyone even use instagram anymore??

More people are using it than Facebook nowadays.

Instagram is a relational place where you build trust over time. I use stories to connect and build a connection and trust with our audience.

Use features like QUESTION AND ANSWER in stories to engage with your audience.

Do not just post and go. It is important to comment on others posts, respond to their stories, and acknowledge the comments on yours. Engagement is KEY!

Reels seem to be the easiest way to grow on Instagram. It is best to film the reel in instagram, but if you do not have time to do a post in TikTok and instagram, use your tiktok post and repurpose. But make sure to remove the watermark using SnapTik.

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

12.

USING

PINTEREST

Pinterest

It is not likely you will see immediate results on Pinterest, but there are ways to repurpose your TikTok to Pinterest with not a lot of extra work, so the effort could be worth it. Here are some tips:

- Just like all platforms, finding the right search terms and keywords are 'key.' Use the search box in Pinterest to see what other users are searching for. Write these down.
- You want to make sure your Pinterest is a business Pinterest, this can be switched. Your website link will be your domain name or even your Stan Store/Linktree.
- Use the popular keywords you found previously for your profile.
- Create your own simple boards keeping in mind the keywords you found earlier.

It is important to be consistent on Pinterest. Daily posting is recommended! One pin a day at first is okay, but work your way up to around 10-15 pins.

On Pinterest it is acceptable to take the same content from one post and repurpose it. The only thing to change would be the image and the title.

**work smarter not harder.*

13. STAN
STORE/
YOUR
STORE-
FRONT

Stan Store

Stan Store is great because it is like your very own storefront that you are able to digitally customize! It can be your website, host your bio, and take payment! If you search a little further you can also see there are email campaigns.

HERE is a LINK to get a 15 day FREE trial

You can make your stan store storefront look really enticing. Make sure you play with color schemes and pictures to draw potential buyers in.

(You can also build free websites, order/payment forms or opt-in pages for FREE with systeme.io and then upload the links to your Linktree.)

TIP: I strongly suggest you use a program like systeme.io so you can begin to collect email options. 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 my [Digital Marketing course](#).

*systeme.io is FREE up to 2k subscribers.

14. GOALSETTING

Goal setting is important to your success

It is important to set milestone goals for yourself and your business. Think one month, three month, and six month goals. Remember, goals should include ACTIONABLE items that YOU can control. Write down income goals as well, just remember you cannot control your income, but you can control the action it takes to see those results.

IF YOU SET YOUR MIND TO IT YOU CAN DO ANYTHING.
WHEN THOSE NEGATIVE THOUGHTS TRY AND TRICKLE IN
TAKE A DEEP BREATH AND REMEMBER THOSE THOUGHTS
DO NOT DEFINE YOU.

I have created a private Facebook group for those of you who have purchased the Roadmap to Riches Digital Marketing Course with Master Resell Rights, with the sole purpose of encouraging and lifting you up.

I have been apart of a lot of communities, through a lot of different trainings/programs I have taken. I can attest to the impact having positive and supportive people in your corner through your journey and I want to give you that.

Join HERE



**15. Time to
Launch!**

Let's Launch and Make Some Money!

HERE COMES THE MOMENT WE HAVE BEEN AWAITING

- Open the doors!! Well the digital doors so to speak. Time to put your stan store link out there for all to see!! PROMOTE this often!
- Talk about your journey in creating this product, what your goal and your mission is with this!
- Research shows people need 7-12 touchpoint or follow ups in order to take action Do not be afraid to talk about your product OFTEN.
- Something I hear often "I've been watching you for WEEKS and I'm finally ready to purchase.' If you don't get a sale right off the bat, this is normal!

Remember, talking about the SOLUTION that your product offers to the PROBLEM is going to be your biggest selling point!

16.

**TESTIMONIALS
FOR YOUR
PRODUCT!**

Let's get those



People want to see the thoughts of people who have bought before them! So gather the 5 star reviews!!!

If you look in my highlight reels, you will see I have snapshotted DM's from happy customers and that is one of the most effective testimonials people can see! Real and raw messages from happy customers! Make sure to get permission before sharing!

There are other ways you can use testimonials!

- Ask a happy customer to send a testimonial and a picture in if willing for your stan store!
- Highlight reels on instagram/in stories!
- In your email campaign

Your testimonials will show real life problems (niche!) being solved by the product you created! This builds trust and excitement.

**17. GET
NOTICED!**

Get those eyes on your product because that's where sales come in!



I know there are trainings out there that tell people to not interact with people in your same niche but here is the thing... You want to be present, you want to be the authority. You want to brand yourself as the person in your niche who is involved, supportive, knowledgeable. If you have a happy customer, ask them to do a live with you to talk about the issue at hand and how this product was able to help!

**The
End**

THANK YOU

I am so proud of you for completing your new
(or even first) digital product!

I hope this is just the start to something new
and exciting yet rewarding all at the same time!

I would love to know your feedback on
this!

Reach out to me on IG anytime!

A handwritten signature in black ink, appearing to read 'Jan'.