YOUR PASSIVE
DIGITAL BIZ

Sell Your First Digital Product in 4 Weeks - No Experience Needed!

The Zero to Profit Digital Biz Workbook

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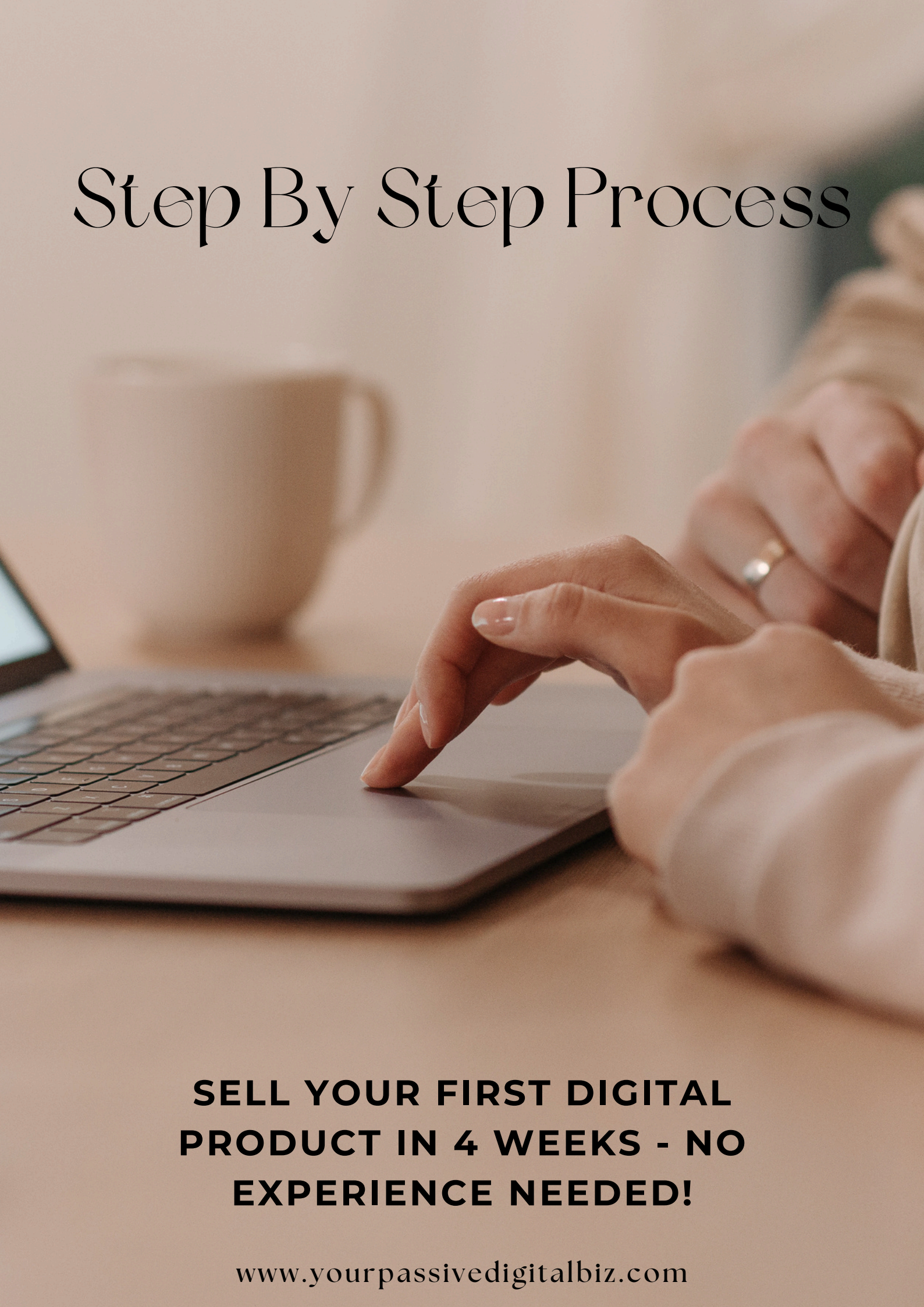
Step By Step Process



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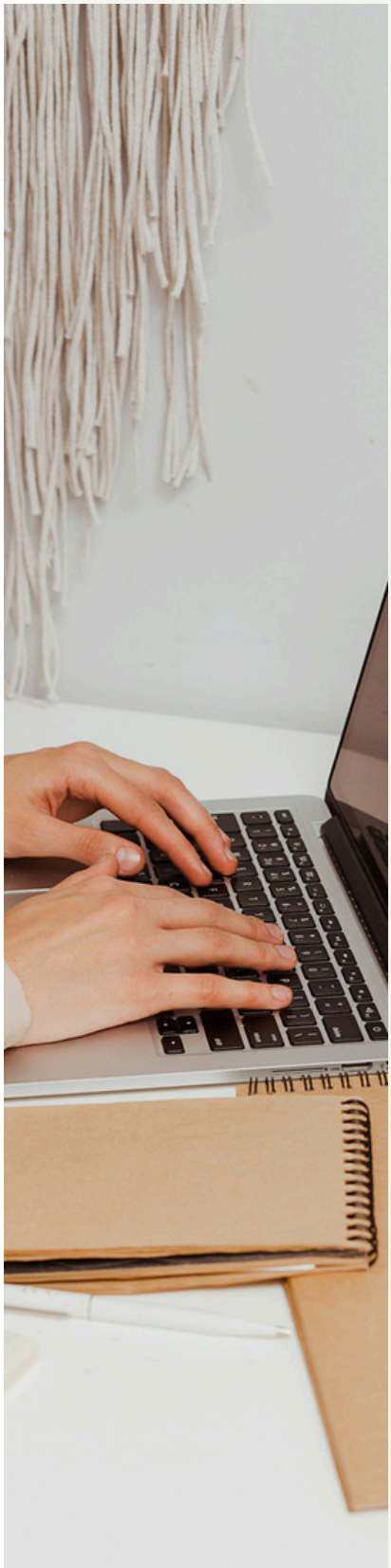

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INTRODUCTION

Hey, I'm Karina - a certified Digital Marketer with over a decade in the game.

But let's be real - I know exactly how it feels to stress over money, to want more freedom, and to feel stuck counting every penny. I've been there, wishing I could buy the things I wanted (and needed) without worrying if I had enough in my account.

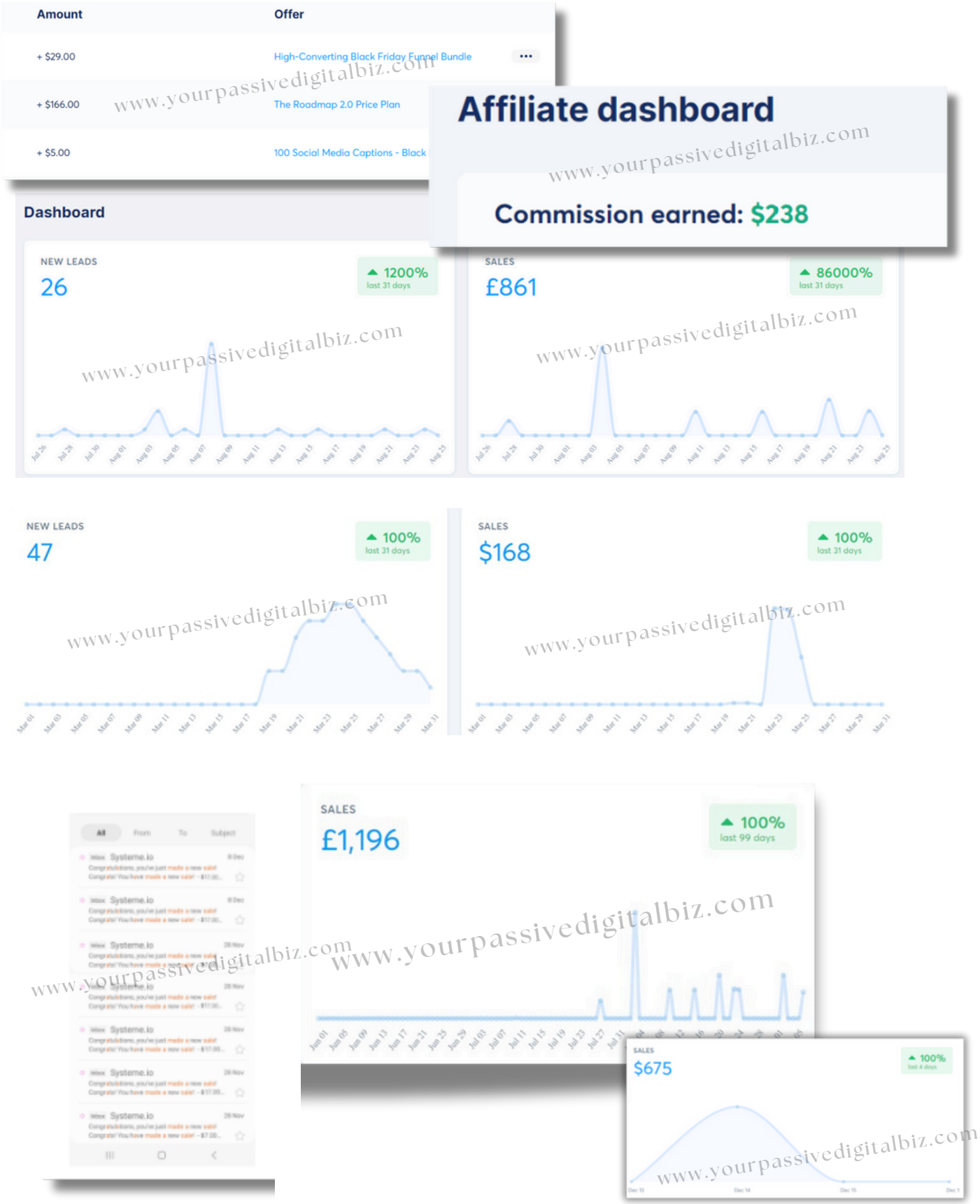
That's when I decided to go all in with my digital skills. And it changed everything. I quit my full-time job, built a business that allowed me to work with clients worldwide, and spent six months traveling the world - earning money online as I explored new places.

I'm not a millionaire (yet, haha) or promising you six figures in the first two weeks of starting an online business, but I am proof that making money online works. I believe in full transparency - I'll show you exactly how it's done, and if you stick to it and commit, you can make it happen too.

In this guide, I'll walk you through launching your own digital business in just four weeks - no experience, no big budget, and no complicated tech.

Let's do this!

This Digital Marketing Guide will walk you through the complete process of setting up and selling your own digital products using this exact DFY (done-for-you) template.



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IDENTIFYING YOUR WHY

Alright, so I know you're going to be tempted to want to skip over this part of the process, but I *really* want to encourage you to at least give yourself 5-10 minutes to do this work.

Knowing your WHY, your reasons for putting in this time and effort, is SO crucial to your longevity with this business.

Even as you're going through this Guide, you're going to encounter steps that just feel hard. Maybe it'll be the tech set-up. Or just finding the time to write out your emails or plan content.

You're going to think to yourself, "maybe this is too much... I don't know if I have the time.." - and you will NEED to have a way to spur yourself on and be your own cheerleader in this!

So before we begin, I just want you to pull out a sheet of paper or a new note on your phone and answer **these three questions:**

1) Why is it important to me that I get this passive income business up and running?

2. When I think about where I want to be financially 6 months from now, what does that look like? What does that FEEL like?

3. What ELSE do I imagine myself gaining from having this kind of business? How might this bless my life beyond just financially?

Once you have your answers, then you're really ready to talk GOALS.

SETTING YOUR GOALS

There's two things I want you to come out of this section with: 1) a decision on your PRICE for your digital product, and 2) a solid idea of your INCOME GOALS for this first year after launching your business.

YOUR PRICING

First, I want to remind you that there's no "one right price"! But my recommendation, especially when first starting out, is pricing your digital product at around $20-$50.

You can always increase this price as time goes on and as your audience or expertise grows, but just to help you get sales fast, starting off at $100 or even a little less is a great place to start.

As you've noticed, I have mine priced between $7 to $299 at the moment and am currently working on a bigger course that will be priced at a much higher price.

I also priced mine at $27 because there's a "rule of thumb" in the online business world around ending your price with a 7 to boost conversions (odd, I know, but I just roll with it!).

You definitely can price your digital product at $27 as well, or use something lower as your "limited time discount price" for when you launch and then go UP to $97 after a set time period. We'll talk more about launching in Week 4.

Right now I want you to take a few minutes to think through what price you would feel most comfortable at (and this next part is important) IF YOU KNEW you would DEFINITELY bring in the income you want to bring in from this.

Trust me, coming at these decisions from a place of serving your audience rather than just from neediness will for sure help you take this business further even faster!

YOUR INCOME GOALS

Now that you've decided on your pricing, let's talk about income goals!

I want you to think about the monthly income you would LOVE to be bringing in at about 12 months post-launch.

For the sake of simplicity with the math breakdown, let's say that this number is $10k.

I want you to take that number and **divide it up into four quarters** like this:

- 1st quarter: $1k
- 2nd quarter: $2k
- 3rd quarter: $3k
- 4th quarter: $4k

Do you see how I progressively increased the income goal with each quarter? This is because this IS what a lot of businesses look like - they start off bringing in a smaller amount, and then the time and effort you put into it ***compounds!***

Now let's just look at that **first quarter** (your first three months post-launch). If the goal is $1k, those first three months might look like this (again, remember a progressive increase over time!):

- 1stmonth: $200
- 2nd month: $300
- 3rd month: $500

Now let's just look at **your *first* month.** If you're aiming to bring in $200 in your first 30 days of launching your digital product priced at $27 this is only **EIGHT SALES.**

Do you see now the potential with this? Even if you're starting a brand new Instagram or Tik Tok account from scratch? Even if you've never done something like this before?

And not only is this income, but it's PASSIVE income, meaning it's money that's coming in while you're hanging with your kids, or on a walk, or working at your 9-to-5 job, or even sleeping!

It's sales being made because of a small handful of social media posts per week and one simple funnel you have already set up.

Passive income is life-changing, my friend. Now let's get to work on getting everything set up so you can start bringing it in!

DECIDING YOUR TARGET AUDIENCE

As you can probably tell by my content, branding, and the language I use, my target audience are women wanting to make money online.

I specifically aim to reach everyday women wanting to build a business that supports their life and family.

You might want to market only to include women, or *only* market to men.

You might even want to go more narrow by marketing just to moms, or to previous/current business owners, or to women in a specific profession.

Whatever the case, I want you to brainstorm out a list of who you could see yourself easily identifying with and speaking to in your marketing.

My best advice for this step is, just don't overthink it! You will always have the ability to pivot or speak to a different audience if you ever want to in the future. This is YOUR business, baby!

YOUR BRANDING

Okay, incredible soul, this is the fun stuff here! Your branding is where a lot of your own distinct style, tastes, and personality really can come out. And there's SO much that can go into your brand, even more so than just fonts and colors.

For your brand, you will want to consider things like:

- **The "tone" of your messaging** (i.e. serious, casual, funny, sassy, professional, inspiring, authentic, etc.)
- **The style of your products and social media** (i.e. feminine, modern, minimal, luxurious, bold, bright, moody, etc.)

- **The values you communicate** in your content and decision-making (i.e. ambition, gratitude, family, success, motivation, freedom, adventure, joy, etc.)
- **Your "brand story"** (i.e. your personal story or parts of your journey that will resonate with your target audience)

But just to get you started, I want you to walk away from this section today with at least **these two things** nailed down:

1) The name of your product
2) Your brand aesthetic

NAMING YOUR PRODUCT

When it comes to naming your product, you will want to be thinking about what's going to be the clearest and simplest way to communicate what you're offering to your target audience.

Phrases like "passive income", "digital product", "DFY" or "done-for-you" are obviously great ones to consider incorporating!

But you also can add your own values and language to this, whether that might be "joy", "freedom", "wealth, "passion," "purpose," etc.

Here are some examples for you to brainstorm off of:

- “Purposeful Passive Income Playbook”
- “Done-For-You Roadmap to Freedom”
- “DFY Abundance Accelerator”
- “30 Days to Passive Profit”
- “DFY Boss Blueprint”

Although including “DFY” or “done-for-you” in your product name isn’t an essential, it CAN help set expectations and set your product apart when people come across your page. And whether or not you use the phrase in your product name, I do recommend at least including it somewhere in your IG bio!

It really is up to you what name you decide to go with.

The ONLY CAVEAT is if you’re considering using the same product name as mine. **Using my product name is one thing I do NOT recommend just because it’s important to establish some distinction between our businesses.**

Now I know coming up with a product name of your own can be a challenge, but don’t be afraid to bounce around ideas with friends or family.

You can also reach out to me to brainstorm together!

CREATING YOUR BRAND AESTHETIC

As for your brand aesthetic, some homework for you is just to start collecting screenshots of other people's Social feeds or content that best represent your own personal style and the look you are wanting to achieve with your "forward-facing" elements of this business.

Pay attention to fonts, colors, even the layout of others' bios!

These screenshots can be collected inside a photo album or a Note in the Notes app of your phone. Trust me, they will come in handy when you are actually setting up your own Instagram profile where you will be bringing in traffic to your digital product!

QUICK TIP

Pinterest can be a great place to find color inspiration! You can just type "Instagram color palette" into the search bar and look through the photos that come up. But remember: Sometimes less is more! You don't want too many colors.

WEEK 2: SETTING UP YOUR BACKEND

CREATING YOUR DIGITAL PRODUCT

Let's talk about creating your digital product!

Yes, you have the rights to just use and resell this Playbook; however, I also don't want you to be afraid to make this product your own! You can use this exact template or choose your own!
Your people are going to want to buy your product more when you DO make it your own, when you put your own personality and branding into it.

Here is what making this product your own can look like:

STEP ONE

Find an **eBook or Document template on Canva** that you like.
Keep in mind that even with a great template you choose, you will likely need to move components around and play with the fonts & size to help fit all this juicy goodness into it! Last I checked, Canva has a 100-page limit. Make sure to use free elements only If reselling!

STEP TWO

Put your Canva template aside for now, and move onto actually deciding what's going to go onto your pages!

For this, you can just pull up a new Google Doc or a Note inside your Notes app. Then **COPY and PASTE this GUIDE** into it.

STEP THREE

Once you've copied and pasted the Guide, carefully go through it page by page and **highlight all of the parts, names, or photos that you know you will need to modify or tweak.**

For example, for the welcome/introduction, you will want to use YOUR name, YOUR reasons for doing this or how YOU came across this digital product (of course, feel free to give me a shoutout if you'd like! You can either refer to me by name or TIK TOK username, or just call me "your mentor.").

NOTE: Keep in mind that there will be things you will NOT be able to include and finalize until you've gotten further in this process of setting up your own back-end (i.e. your emails, your Instagram account, etc.).

STEP FOUR

After finishing modifying your document, **copy and paste it into the Canva template** you already picked out. Design it using the name and branding colors you came up with.

THIS PART IS IMPORTANT: Be sure to double-check it for any errors or tweaks still needing to be made!

You can also add any hyperlinks (including affiliate links!) you want to include. When you **download your product as a PDF** from Canva, your links WILL still be clickable.

Then, wa-la! You've created your very own digital product!

You can also create your own Digital Product using ChatGPT!

Step 1: Choose Your Product Type

Decide what kind of digital product you want to create. Popular options include:

- Ebooks & Guides (e.g., "10-Day Social Media Plan")
- Templates (e.g., social media post templates, planners)
- Workbooks & Printables (e.g., goal-setting worksheets)
- Mini Courses (e.g., beginner Canva tutorials)
- AI-Powered Tools (e.g., ChatGPT prompt packs)

Step 2: Research & Plan Your Content

- Use ChatGPT to brainstorm ideas: "What are trending topics in [your niche]?"
- Identify your target audience and their pain points.
- Outline the sections or steps your product will include.

Step 3: Generate Content with ChatGPT

- Ask ChatGPT to expand on your outline: "Write an introduction for my ebook on time management."
- Refine and edit the content to match your style.
- Use follow-up prompts to improve clarity and depth.

Then, wa-la! You've created your very own digital product!

SETTING UP YOUR SYSTEME.IO STORE FOR FREE

Out of all the programs or platforms available for hosting and selling digital products, I highly recommend using Systeme.io - and here's why:

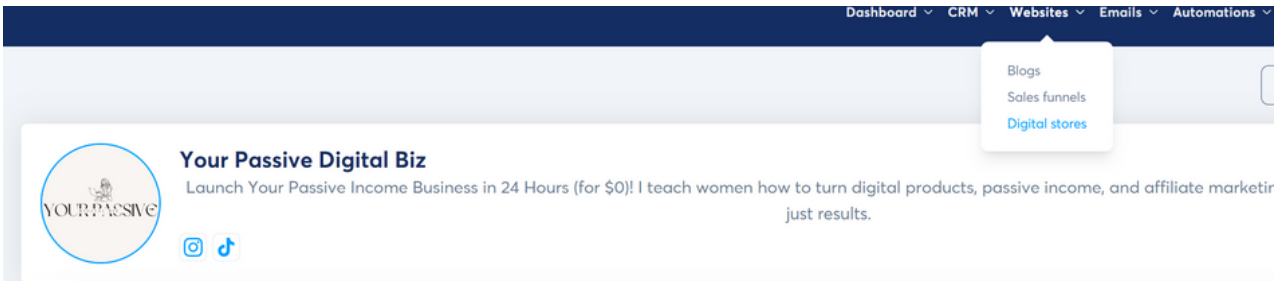
1️⃣ It's completely FREE to start - no hidden fees or costly plans like Stan Store.
2️⃣ Easy to set up with a beginner-friendly interface.
3️⃣ All-in-one platform that includes sales funnels, email marketing, course hosting, and more - everything you need to sell your digital products successfully.
4️⃣ Simplifies the sales process with high-converting templates and straightforward product descriptions, so you don't need to worry about complex sales pages.

Because Systeme.io is a complete all-in-one platform, I recommend using it for your digital products, freebies, and emails (yes, you can do it all!).

Your main store page on Systeme.io (where people can click to opt into your freebie or purchase your digital product) will also be the link you place in your Instagram bio, making it easy for your followers to access everything you offer in one place.

Step-by-Step Guide to Create Your Systeme.io Digital Store:

1. Create Your Account
    - Head over to Systeme.io and sign up for free.
2. Click on Website, and under dropdown menu, choose Digital Stores.



3. Click on the blue button that says + CREATE and follow the instructions on the screen - at this point, you don't need your own domain, feel free to use the one that you got when you registered with Systeme.io

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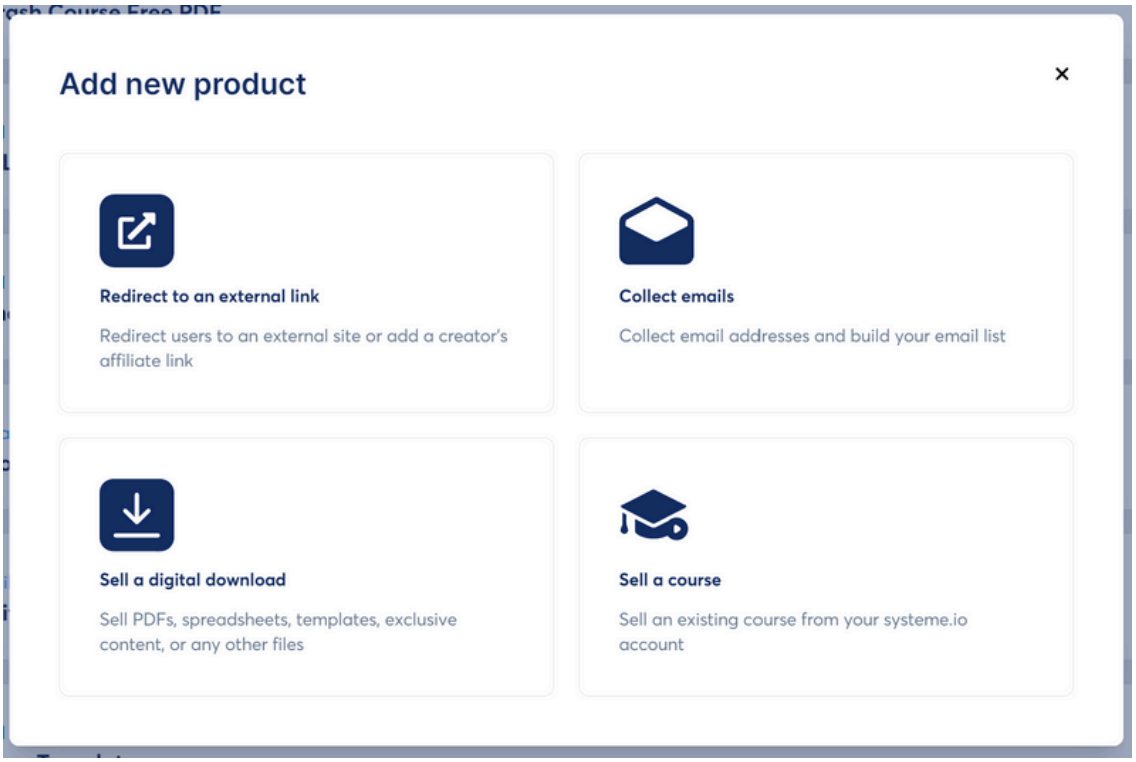
Step-by-Step Guide to Create Your Systeme.io Digital Store:

4. After setting up your digital store, you can customise your header, add social media links, apply your brand colours, and start adding digital products - or even collect email leads!

5. Click add product and choose from the following options, then just follow the steps on your screen, adding main image of your product, name, checkout information, description and what message they get or email after people buy your digital product.



6. Make sure you add STRIPE or Paypal to your Systeme.io account, follow the steps below to do so:

Step-by-Step Guide to Create Your Systeme.io Digital Store:

STRIPE: https://help.systeme.io/article/225-how-to-connect-your-stripe-account-to-systeme-io

PAYPAL: https://help.systeme.io/article/132-paypal-integration

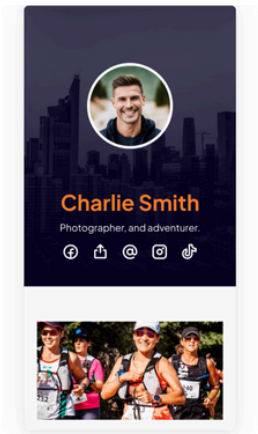
PRO Tips for Your Systeme.io Store:

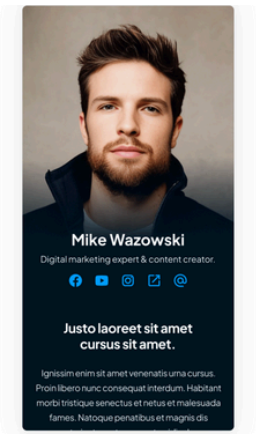
✅ Use the clean and professional templates to keep your store easy to navigate.

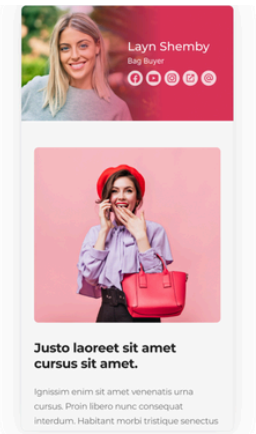
✅ Highlight your freebie prominently to maximize email signups and engagement.

✅ Keep your product descriptions concise and focused to increase conversions.

With Systeme.io, you can start selling your digital products today without spending a dime. It's never been easier to set up your online business and grow your audience!







CREATING YOUR INSTAGRAM OR TIK TOK

Instagram or Tik Tok is not a required social media platform for your business, but I DO recommend it as they are great starting point.

At some point along the way, you can also utilize Pinterest, and even Facebook Reels or Facebook groups to direct more traffic to your digital products (but no need to rush to use all of these platforms right now!).

It's up to you whether you want to use your existing Instagram account or create a new one. Either way, you will want to do these two things:

- **Make your account PUBLIC** - so that people can find you and your business can actually grow!

- **Make your account into a PROFESSIONAL account** - Instagram offers two types, Business & Creator. I recommend going with Creator because it offers more features! You can follow the steps in **THIS LINK** to get this set up.

OPTIMIZING YOUR BIO

Next you will want to start working on your Bio - so that people who come your way will actually KNOW what you are about and how you can help them!

There's no one right way to write a Bio, but I typically follow this format:

FIRST LINE

I recommend making your first line a snippet of **who you are** or **what is your transformation/journey** (so that people can see a bit of themselves in you!).

Examples: "Mom of 3 + 6-fig biz owner"; "Teacher turned small biz owner"; "New Yorker living that passive income life"; "SAHM turned digital product entrepreneur"

SECOND & THIRD LINES

Your second & third lines can then point to **who you help** and **HOW you help them** (again, this should help your target audience identify themselves and get a feeling of whether they're in the right place).

Examples: "Helping women create passive income with done-for-you digital products"; "Helping moms quit their 9-to-5s with DFY digital products"; "Helping you build your own passive income biz with DFY digital products"

FOURTH LINE

Your fourth line should always be a powerful call-to-action! You can direct them to your free guide by pointing down at your Stan Store link - OR you can **spark conversation by directing them to DM you for that free guide!**

When given the choice, I ALWAYS recommend directing them to reach out to you because sometimes it's in those short conversations that the real connection & trust happens!

Example: "DM "roadmap" for free guide"; "DM "DFY" to learn more + get free guide"

LEGAL STUFF

This part of setting up a business might feel foreign or even overwhelming to you, and that's okay! It's really not that complicated and nothing to stress out about.

In fact, **aside from adding your Private Label Rights to your Terms & Conditions, you do NOT need to rush to complete these steps** (setting up your LLC/LTD & obtaining your EIN) before launching your product.

You will have time and the ability to do this later in the coming months. Ideally, you just want to get these taken care of before you file taxes.

CREATING YOUR TERMS & CONDITIONS

There are TWO PARAGRAPHS (the first two numbered points) of your Terms & Conditions you will want to modify for the purposes of offering Private Label Rights so that your customers will have the ability to modify and resell your guide.

You can select those two paragraphs and simply replace it with the following:

Paragraph 1:
Subject to your compliance with these Terms of Use, the Company hereby grants you Private Label Rights upon purchase of [insert name of your digital products here], which grants you the rights to modify, claim authorship of, and resell this product for 100% of the profits. Additional rights include: the right to add this product to a membership site or bundle within a package; the right to create audio or video products using this product; the right give away the product to subscribers or customers; the right to change sales page and/or graphics; the right to break up the product into separate sections; the right to add or remove content to the product; the right to put your name on it; the right to edit or create your own covers for the product; the right to give away, sell, or transfer the Private Label Rights to any third party.

Paragraph 2:
All Content NOT included within [insert name of your digital products here] itself, including graphics, Stan Store descriptions, and social media content and videos relating to the product, are copyrighted unless otherwise noted and are the property of the Company and/or a supplier to the Company. No such materials may be used except as provided in these Terms of Use.

Then you will want to replace any blank lines in the rest of your Terms with your name and/or business name or contact information when directed.

After you finish, be sure to save your updates!

WEEK 3: SELLING YOUR PRODUCT

MARKETING ON INSTAGRAM OR TIK TOK

Let's talk about organic marketing! Organic marketing is what I most recommend especially when first starting out. It's free, risk-free, AND can still bring in more than enough of the traffic and sales you need with some great content & consistency.

Specifically, I recommend organic marketing through posting Reels on Instagram (and potentially branching out to more social media platforms over time).

Reels are a great way to get new eyes on your content and build "like, know, and trust" with potential customers!

Here are some different ideas of things you can share with your target audience through Reels or Short Videos:

Content ideas

1. Your WHY behind selling a DFY digital product (ex.more money, more time, more flexibility, less stress, etc.
2. Your RESULTS (i.e. income) from selling your DFY digital product
3. What a DFY digital product is/what sets DFY digital products apart
4. Personal stories or parts of your own journey that will resonate with others
5. Encouragement for those who are looking for a way to make more money or bring in passive income
6. Powerful thoughts or mindset shifts around money or business

If you haven't already, I recommend scrolling through similar accounts for content to brainstorm different ideas of what you can share with your Reels. (Brainstorm, not copy!)

Remember what I said at the beginning of the Guide about people genuinely WANTING to make more money? I really do believe this! And for this reason, I trust that my content is compelling even just by sharing my results or some powerful thoughts alone.

I'm also a big fan of recycling, meaning re-pursuing and re-using content that has performed well in the past.

I love to save time and use what's already working for me whenever I can, and you definitely have permission to do the same!

When it comes to planning and creating content, you want to have a system that is actually SUSTAINABLE.

Some things you can do right now to help you set this sustainable system up include:

- Creating a photo album on your phone of potential background videos already in your camera roll that you can add onto and use as an ongoing collection to pull from

- Creating a Note in the Notes app on your phone with your “content calendar” for the week. When you’re first starting out, 1-2 Reels most days will suffice and help you grow your following quickly

- Saving trending audios while scrolling through Reels inside the Instagram app or Tik Tok app

- Saving ideas for Reels while scrolling through Reels inside the Instagram or Tik Tok app

If creating Reels, coming up with ideas, or writing captions feels intimidating to you right now, that’s okay! It can take time and practice to really find your voice and get into a good groove with it.

As you are growing more comfortable and developing your skills, Youtube is a great resource you can utilize! There are a ton of different tutorials you can comb through and learn from, revolving around topics like finding trending audios, using SEO in your captions, or even how to use different functions while creating Reels.

YOUR CALL-TO-ACTION

One thing you will want to include in the caption of the majority of your Short Videos is a call-to-action, which is really just an invite to take the next step.

One of my favorite call-to-action is telling people to **send me a DM** - because I want a call-to-action that's going to spark a conversation and give me a chance to actually CONNECT with them!

Something as simple as "DM me 'DFY' for my free guide to bringing in passive income with DFY digital products" is my way to send them the link directly, be able to answer questions or offer encouragement, and even follow up with them in the near future.

Regardless of what call-to-action you choose to go with, my best recommendation is to **direct them to a "freebie" in some way, shape, or form.** Once they opt in for this freebie, your emails will then also be able to do the selling for you! We'll dive more into this in the next section.

OFFERING YOUR FREEBIE

Do you have to offer a freebie? No... but it IS wise to!

Your freebie, or lead magnet, is what's going to help you GROW an email list that you can continually nurture and convert into paying customers.

It's up to you what kind of freebie you choose to offer. This can be a free video, a free workshop, a free guide, a free mini course, etc.

SELLING WITH EMAILS

An email list is one of the most powerful things you can have for your business. It gives you a direct line of communication with your audience that DOESN'T rely on an algorithm or get as easily buried like posts on social media.

With a well-written email flow that goes out to this list, you can build trust and convert leads into customers with *ease* and *automation*.

So let's start building it!

SETTING UP YOUR EMAIL

With your Systeme.io free account, you can send emails to your audience effortlessly!

The first thing you'll want to do is ensure you have an email address set up with your Systeme.io account that you're comfortable sharing if someone replies to your emails. For professionalism and privacy, I highly recommend using a business email (not your personal email or a basic Gmail account). Otherwise, email recipients will see your personal email address when viewing the emails you send them.

If you don't have a business email account and want to set this up, you can use THIS LINK to set one up at a low monthly cost with Google Workspace.

HOW TO CONFIRM YOUR EMAIL SENDER ADDRESS

To send emails from your Systeme.io account, you need to confirm your sender email address. Follow **these simple** steps to get started:

1. Go to your menu by clicking your Profile Picture.
2. Navigate to Settings and select Emails.
3. Click "Click here to confirm your sender email address".
4. In the popup, enter your sender email address and click Save.
5. Check your mailbox in gmail or where your normal email is hosted for an email titled "Confirm sender email address in systeme.io" and click the confirmation link.
6. When redirected, click Confirm.

Once confirmed, your email address status will change to Verified.

Note:

- The email address associated with your Systeme.io account doesn't need to be confirmed.
- To improve email deliverability, make sure to authenticate your domain name. Follow the steps **HERE** to learn more.

SETTING UP YOUR CONFIRMATION EMAILS

The second thing you will want in place before setting up your email flow is a **confirmation email containing the download links** for each of your digital products.

To set up a confirmation email in Systeme.io for your digital store product, you do it in the digital download confirmation email section. **For your convenience, I'm including templates for you below - one for your freebie, and one for your paid digital product.**

Subject: You did it! Here is your free guide!

Hi [Customer Name],

Whoohoo! You did it! I am so excited to share more with you about DFY/done-for-you digital products, as well as how you can get YOUR profitable digital product biz up & running!

Here is your free download: [PRODUCT LINK]
Tomorrow you're going to get another email from me with more info about my [Product Name - insert hyperlink]. If you don't see it in 24 hours, be sure to check your promotions tab or spam folder,

and move that message over to your primary inbox so you don't miss out on any updates!

And don’t forget, you can always shoot me a DM on IG [include hyperlink] anytime with any questions you have! I am cheering you on.

[Your Name]

Subject: WHOOHOO! Here is your [Product Name]!

Hi [Customer Name],

Thank you for purchasing [Product Name]! I'm so excited for you to dive in. I can’t wait to see what you do and how your life changes with this! Here is your download:

DOWNLOAD LINK

Shoot me a DM on IG [include hyperlink] when you get a chance to let me know that you've taken this step! I'd love to connect & celebrate with you!

[Your Name]

Once you have set up your confirmation emails, you can then start setting up your email flow!

SETTING UP YOUR EMAIL CAMPAIGNS

There is just one email flows, or email sequence, you will want to have in place when you first launch. This flow is for people who opt in for your freebie.

There is no one right way to write your flow, but ideally your first few emails offer value, introduce yourself and a part of your story, and sell them on your product.

You will want to schedule your first email to be sent 24 hours after receiving the freebie with their confirmation email, and then every other email to be sent 24 hours after the previous one. If you need help with setting up your email flow for your freebie, you can visit **THIS LINK** for a quick how-to.

To help you save time, I've included below a handful of **sample emails for you to use for yourself.** You will want to add more at some point, especially to highlight new sales and new results, or share more of. your personal story.

Your email flow is something you will always be tweaking or adding more to over time, but these templates are definitely a great start!

Subject: Are you ready for your first $3-5k months?

Have you had a chance to check out my free guide? If so, and you are ready to use a DFY digital product to get your own passive income biz off the ground, I want to invite you to purchase my [Product Name].

[INSERT FEEDBACK ON YOUR DIGITAL PRODUCT HERE - CAN ADD THESE LATER]

With [Product Name] you will learn everything you need to know about getting a profitable DFY digital product business up and running in the next 30 days (and enjoying $3k, $5k, and even $10k+ months!)

You will get:

- My digital product to use, modify, and resell as your own
- A step-by-step process for getting your online shop set up with ease and automation
- My content strategies for marketing your product in just a few hours a week

PLUS my plug-and-play email templates so your automated system can bring in daily sales even in your sleep!

This is an entire business ready for you to fully make your own and fully profit from.

Why? Because I know just how life-changing a stream of passive income like this can be, and I want to see YOU thriving!

[Your Name]

P.S. Have questions about [Product Name], or about DFY digital products? You can shoot me a DM on Instagram [insert hyperlink] anytime!

Subject: Five steps to starting a DFY digital product biz

Hi [Customer Name],

Do you want to know what I love about DFY, or done-for-you digital products? It's an easy way to start up your own business and make money

without needing to create a product from scratch (which, let's be honest, is where SO many of us get stuck!).

And while there ARE business models that are already meeting this need, there are none that offer quite as much ownership, or freedom from attachment to another brand, as DFY.

When you have a DFY product with resell rights, your profits are YOUR profits, and your business is YOUR business.

Here are five steps to starting a DFY digital product biz in the next 30 days:

Step One: Find a DFY product with Private Label Rights. (Don't worry, I've actually already created the PERFECT one [include hyperlink] for you!)

Step Two: Make it your own! Add your own branding or your own voice. Take into account who you want your target audience to be as you are modifying or rewriting.

Step Three: Price your product. Keep in mind: A $97

product sold just ONCE per day is almost $3k a month!

Step Four: Put systems in place to drive traffic to your store. This can look like using organic marketing on social media (think: Reels on IG, pins on Pinterest, etc.). This can also look like you promoting a freebie, or lead magnet, to grow your email list where you can then nurture ideal customers and bring in sales daily.

Step Five: Start bringing in $3-10k+ a month of passive income! Actually get to LIVE your life while watching money come in, just from someone stumbling across a seven-second Reel or reading an automated email.

Listen - if you are tired of trading all of your time for money or struggling under the weight of financial stress, I get it! I have been there, and there is a better way.

The power of digital products is being able to have a stream of income that frees you from that stress and allows you to create more time for the people and things you love.

And I've have the perfect product for you to do this with.

My [Product Name - include hyperlink] walks you through a 30-day step-by-step process of setting up and selling your own digital products using my DFY template (resell rights included!).

When you follow the steps inside, you will not only come out on the other side with a product ready to sell, but you will also have an actual funnel and strategy for bringing in the sales you need for $3k, $5k, and even $10k and beyond months!

I want you to use everything inside [Product Name], including [Product Name] itself, to really create a passive income business that you can fully make your own AND fully profit from.

Why? Because when more people have more money, it creates a better world! And because I firmly believe that there is more than enough to share among us all.

If you are ready to get started and launch your own passive income biz in the next 30 days, your next step is to purchase the [Product Name - include hyperlink].

Subject: You are closer to making money than you realize

Hi [Customer Name],

I want you to know that you are closer to having a profitable passive income business, and your first $3-10k months, than you realize.

Whether you are already a business-owner, or have zero experience...

Whether you work a 9-to-5, or are a stay-at-home mom...

Whether you have a large social media presence, or are starting from scratch...

You CAN leverage just a few hours a week to bring in income that provides for your family and changes your life.

With just one digital product and an automated system for driving traffic to it, you can build a highly profitable business from home in just a few hours a week.

And with a DONE-FOR-YOU, or DFY, digital product, you don't even need to have any special expertise or create your own product from scratch either.

This is why I created [Product Name - include hyperlink] - to help you get your biz up and running FAST using the steps inside and my plug-and-play template.

Download it, then tweak it and make it your own so you can resell it for FULL profit.

Start bringing in $97 sales every day, multiple times a day, even in your sleep - and just as importantly, enjoy the freedom that comes with it.

Ready to get started? Your next step is to purchase [Product Name] here [include hyperlink].

And don't forget you can always shoot me a DM [include hyperlink] if you have questions!

[Your Name]

Subject: Another [insert $ amount] made while [insert activity]

Hi [Customer Name],

And just like that, another [insert income made here] today while _____!

This is the beauty of digital products - having a business that runs and makes money for you while you're out having an actual life!

Are you ready to start leveraging just a few hours a week to bring in continual passive income in the same way?

If so, your next step is purchasing [Product Name], where I've already done the legwork and created the product for you.

You can click here [insert hyperlink] to learn more about [Product Name] and get started now.

I am rooting for you and can't wait to see how your life changes with this!

Subject: [Insert $ amount] in _____ days

In the last ____ days, I've made [insert $ amount] using nothing more than one digital product.

I want you to imagine this being YOU.

Imagine getting notifications throughout the week while you're with your kids... or binging Netflix... or folding laundry... or even sleeping!

Notifications letting you know that you just made another sale on a digital product (that you didn't even have to create from scratch!) all because someone else stumbled across a Reel and decided they wanted in on this kind of life too.

One product bringing in thousands a week while you're just working 2-3 hours - all so that you can spend the rest of your time enjoying the people and things you love.

If you haven't already, I want to challenge you to take a bold step.

Purchase [Product Name] for $47 today.

Change your life.

Build a business that can run on autopilot and give you the time and freedom you've been dreaming of.

[Your Name]

P.S. Don't forget, you can always shoot me a DM [insert hyperlink] on Instagram with any questions you have. I am here for you!

Later on down the road, you may want to have a second email flow, specifically for people who purchase your digital products. This is primarily if you are also offering other products that you want to sell as add-ons!

BUILDING CONNECTION

We've touched on building connections with your posts and videos, as well as with your emails, but I also want to offer a few more ideas on how you can help leads get to know you and your product!

BUILDING CONNECTION WITH DMS

One of the best parts of using Instagram or Tik Tok as your marketing platform is how easy it is to build a sense of community and relationship. The DMs, or direct messaging system built into the app, is a perfect tool to use for this!

When you launch your freebie & digital product, one thing you can have in place is a short series of DMs you send to people who reach out for your links.

You will want to be sure that these DMs you send are designed to SERVE and not just sell. Remember that these are real human beings you are talking to, not just a means to an end!

To help you brainstorm some ideas, here are some sample DMs you might want to incorporate into your follow-up strategy:

Hey ____, I'm so glad you're here! I'd love to know more about you and help in any way I can. Did anything from my [insert freebie here] resonate with you?

Hey ____! I just wanted to check in and see if there is anything I can do for you!

Hey _____, I just wanted to check in! Was my [insert freebie here] helpful, or are there any questions I can help answer?

BUILDING CONNECTION WITH STORIES

Posting to your Stories is one piece of your marketing strategy you do not want to gloss over!

Even if you aren't sharing new things to your Stories everyday, just popping in every couple of days with an update on your sales, or screenshots of messages coming in, or even just a peek into your everyday life is a great way to help build connection with your audience.

If you aren't too sure of what to share or how to layout your Stories, start observing the Stories of other business owners on Instagram to see how they are utilizing theirs. And of course, feel free to check out mine for inspiration as well!

Once you start posting Stories that can be helpful for your audience, you will want to create some Highlights for your profile.

I recommend having Highlights for things like:

- Your results
- Your story/your why
- FAQ
- Info about your freebie
- Info about your digital product

You can even use Canva to create your own Highlight covers with your brand colors, or purchase some for a few dollars on Etsy!

You can use **THIS LINK** to learn how to add a Story to a Highlight.

WEEK 4: LAUNCHING

YAY! You've made it to the launching section, which means IT'S GO TIME!

Once you've confirmed that your products, your Systeme Store, your email flows, and your Social Media are all functioning and set up correctly, you will want to officially launch your product and start promoting it.

Here are some fun things you can do to boost sales with your launch:

- **Do a short PRE-LAUNCH where you start hinting on your Social Media that something new and awesome is coming.** Create a countdown. Invite people to DM you for that freebie if it's already ready. Stir up hype!

- **Offer a launch promo or special "launch pricing."** You can offer this to your audience for a week or so and promote it on both IG and in your freebie emails. Just remember to go back through those emails after the launch promo ends to take out the sections where you are mentioning it!)

- **Create hype in your Stories and posts!** Take screenshots of new sales or give updates on what's happening throughout the launch (and of course, you can KEEP doing this even AFTER the launch ends as well!).

- **Don't forget to push your freebie!** Even if people aren't ready to buy now, you can still get them on your email list by offering your freebie and nurture them until they're ready to buy over time.

- **Share what you are doing on your other social media platforms, or with family and friends who can support you.** I promise, people DO want to know what you're up to! And if you're nervous about not getting

engagement, don't be afraid to just ask. This can look like sending a message to a few trustworthy people that says, "Hey, would you just hit the like button or post a quick comment on any posts you see me post this week? I'm excited & nervous about this new biz, and could definitely use the support!"

Lastly, HAVE FUN! Be yourself. Be authentic. Be BOLD. And plan to celebrate in some way, *no matter what.*

I believe in you and I'm so excited for YOU!

Karina
Founder of Your Passive Digital Biz

Hey - don't forget that I am here for you! **Shoot me a DM on Social Media** anytime to ask questions or let me know how things are going. I want to celebrate with you!

YOU DID IT!

www.yourpassivedigitalbiz.com

BRAINSTORMING

ACTION BRAINSTORMING CAN HELP IDENTIFY WHAT THINGS ARE HELPING OR STOPPING YOU FROM ACHIEVING YOUR GOALS.

MY GOAL:	
STOP DOING:	
DO LESS OF:	
KEEP DOING:	
DO MORE OF:	
START DOING:	

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- Adding the product to a membership site or bundling it within a package
- Creating audio or video products based on the content
- Giving away the product to subscribers or customers
- Modifying the sales page and/or graphics
- Breaking the product into separate sections
- Adding, removing, or editing content
- Putting your name on the product
- Designing new covers for the product
- Selling, giving away, or transferring the Private Label Rights to a third party

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