



HOW TO SELL DIGITAL PRODUCTS

LEARN HOW TO SELL DIGITAL PRODUCTS AND
HAVE ACCESS TO PLR AND WHITE LABEL
RIGHTS DIGITAL PRODUCTS TO HELP YOU
JUMPSTART YOUR JOURNEY.

WITH STEP-BY-STEP GUIDE TO SELL ON ETSY

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FROM A SUCCESSFUL ETSY COACH

JANE DIGITALS

WELCOME!

Welcome, and thank you for choosing our 'How to Sell Digital Products' eBook - your ultimate guide to building a successful online business in the digital age!

In today's world, the internet has opened up endless possibilities for people to create and sell their own products, and digital products are one of the most exciting and lucrative opportunities out there.

Whether you're an entrepreneur looking to start a side hustle, an artist seeking to share your work with a wider audience, or just someone who's interested in learning more about the world of digital products, this guide is for you.

If you're looking to jumpstart your digital product sales journey, I can provide you with valuable tips and recommended tools and products. While some online posts may make it seem easy to create a planner in Canva and start making money instantly on Etsy, the reality is often more complex. On the other hand, some lengthy guides can be overwhelming and leave you wondering if this is really the right path for you. That's where I come in: I can offer you practical advice and tools that will simplify the process and help you succeed.

If you're not feeling particularly creative or don't know where to start with creating your own digital product, don't worry! I am nowhere a designer or professional content creator too. But I also found out PLR or Private Label Rights. I will explain it later in this document and I will give you some of the best websites where you can get done-for-you digital products that really sell.

If you're ready to dive into the exciting world of digital products and explore the endless possibilities it offers, you've come to the right place. Let's embark on this journey together and discover what the future holds!





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01

WHAT ARE DIGITAL PRODUCTS?



01 WHAT ARE DIGITAL PRODUCTS?

Hey there! Have you ever bought or used a digital product before? In this day and age, it's almost impossible not to! But in case you're not sure what a digital product is, let me break it down for you.

Digital products are basically anything that exists in a digital format, like eBooks, courses, templates, printable, and more. They're not physical products that you can hold in your hands, but instead, they're created, stored, and distributed electronically. This means that anyone from anywhere in the world can purchase and access them online. How cool is that?

The best part is that digital products can be entertaining, educational, or both! Whether you want to learn a new skill or just enjoy some leisure time, there's probably a digital product out there that's perfect for you.



The rise of digital products has opened up a whole new world of possibilities for creators, entrepreneurs, and consumers alike. For creators, it means that they can share their expertise, creativity, and passion with a global audience without the limitations of physical production and distribution. For entrepreneurs, it means that they can leverage the power of digital marketing and e-commerce to start and scale their businesses with minimal overhead and maximum flexibility. And for consumers, it means that they can enjoy a vast and diverse array of high-quality products and services that cater to their specific interests, needs, and preferences.

Now, let's talk about the common benefits and challenges you'll encounter when selling digital products.

02

BENEFITS ON SELLING DIGITAL PRODUCTS?



02 BENEFITS ON SELLING DIGITAL PRODUCTS

Selling digital products is all the rage these days, and it's not hard to see why! It's a really convenient way to sell your products and there are so many benefits that come with it. Let me tell you about some of the biggest advantages.

LOW STARTUP COST

Launching a business, especially one that involves selling physical products, can be expensive. There are many costs involved, like storage space and inventory, that can add up quickly and put a person in debt. On the other hand, digital products can be created and distributed at a very low cost. This makes them a perfect choice for people who are just starting their business or looking for a passive income and don't want to spend a lot of money on inventory.



LOW MAINTENANCE & OVERHEAD COST

Digital products are easy to manage because you don't need to worry about shipping or storing inventory. What you just need is to make sure that the products that you're offering are up-to-date and available for download when customers order them. When you sell digital products, you only need to pay for your website and marketing expenses and sometimes even just transaction fees once you sold a product if you sell it on selling platforms like Etsy and Gumroad. These are costs you would also have to incur if you sell physical products online.

02 BENEFITS ON SELLING DIGITAL PRODUCTS

DEVELOP YOUR BRAND IDENTITY

Digital products can help you establish your brand by showcasing your expertise and providing value to your customers. For instance, if you have a blog where you offer useful content related to your niche, you can create digital products such as e-books, courses, or templates that can help your readers solve their problems or learn new skills. By doing so, you're not only helping your audience but also positioning yourself as a trusted authority in your field.



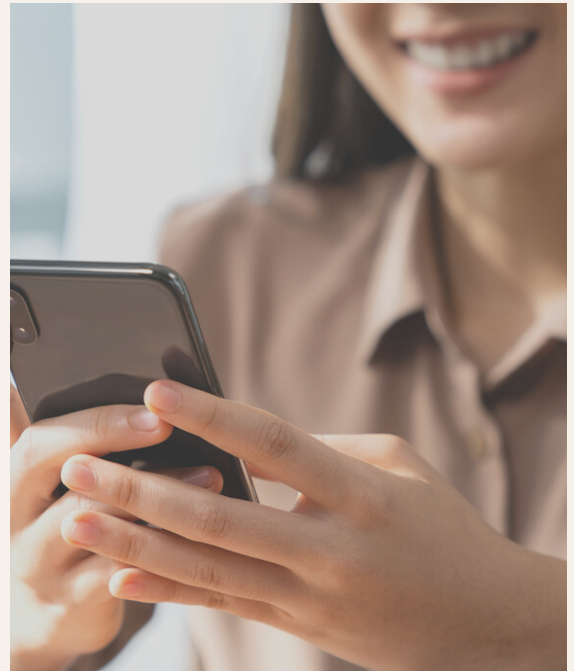
GENERATE PASSIVE INCOME

Selling digital products can be a low-risk way to earn money from your target audience. Once launched, it requires little effort to maintain and can continue to generate income for you online. For example, if you create an eBook or a course, you can sell as many copies as you want without the need to create individual products for each sale. And it can be purchased at any hour of the day and never have to be re-stocked. You can monetize your expertise by creating valuable products that people are willing to pay for, making it a smart business choice for those looking to start earning online.

02 BENEFITS ON SELLING DIGITAL PRODUCTS

CONNECT WITH CUSTOMERS WORLDWIDE

Having a unique and high-quality digital product can help you stand out from your competitors and attract new customers and followers. Since they can be accessed online, digital products are available to a wider audience and basically to anyone around the globe, unlike physical products which are mostly limited to customers close to their shop. There is endless possibilities of creating new digital products for any market or audience.



In summary, selling digital products presents plenty of benefits for aspiring entrepreneurs looking to make their mark in the digital space. First and foremost, the low startup cost and low maintenance costs associated with digital products make it an affordable way to launch a business. Additionally, selling digital products provides an opportunity to develop brand identity and establish a unique digital presence that can drive traffic and sales. Digital products also offer the potential for passive income, allowing creators to earn money even when they're not actively working on their business.

Furthermore, selling digital products enables creators to connect with customers all over the world. This reach expands beyond geographic limitations and provides access to a much wider audience. It also eliminates the need for physical inventory and shipping, making it an environmentally friendly option. Overall, the benefits of selling digital products are numerous, making it a viable and lucrative business model for aspiring entrepreneurs.

03

**CHALLENGES ON SELLING
DIGITAL PRODUCTS AND
STRATEGIES TO OVERCOME
THIS**



03 CHALLENGES AND STRATEGIES ON SELLING DIGITAL PRODUCTS

I want to be upfront that while selling digital products can be a great business opportunity, there are also unique challenges that come with it. Just like any other type of business, it's important to be aware of these challenges so that you can plan and take steps to overcome them.



STEPPING INTO A COMPETITIVE MARKET

Earlier in this document, we discussed the many benefits of selling digital products. That is why more and more people jump into the digital product space. With this, it's essential to find ways to stand out and remain innovative in order to stay ahead of the competition.

To do this, it's important to always come up with new ideas and create fresh content that your audience will love. It's also a good idea to learn from your competitors. Take a look at what they are offering and try to identify areas where you can differentiate yourself. Think about the values that you can offer that your competitors don't, and highlight these in your marketing materials.

By continuously innovating and offering something unique, you'll be able to keep up with the competition and maintain your position as a leader in the digital product space. Remember that the key to success is not just creating great products, but also being willing to adapt and evolve as the market changes.



AVAILABILITY OF FREE RESOURCES

In the digital marketplace, it's important to recognize that consumers have many options and can often find free alternatives to what you're selling. As a result, it's crucial to think carefully about the niche you want to target and the types of products you'll offer.

One way to differentiate yourself is by offering high-quality products that provide unique value to your customers. Invest in high-quality content creation, ensure that your products are well-designed and user-friendly, or offer additional features or bonuses that your competitors don't.

03 CHALLENGES AND STRATEGIES SELLING DIGITAL PRODUCTS



DIGITAL CONTENT PROTECTION AND PIRACY PREVENTION

When it comes to selling digital products, piracy is a common concern for many creators. Unlike physical products, digital products can be easily duplicated and distributed without the permission of the creator. This can result in lost revenue, as well as damage to the creator's reputation and brand.

This challenge would need you to make your website more secure and keep your digital products safe from people who aren't allowed to access them. If you put your work on the internet, you can add a special mark/watermark on the image to show that you own it and make it more difficult for others to steal.

It's also important to educate your customers on the importance of respecting intellectual property rights and the negative impact of piracy by mentioning it in the product description.



MARKETING YOUR DIGITAL PRODUCTS

Marketing is a crucial component of selling digital products. It's what helps you reach potential customers and convince them to purchase your products. Without effective marketing, your business may struggle to gain visibility and attract new customers.

By creating an effective marketing strategy that includes educational content and social media posting, you can help build brand awareness and attract more customers to your business. People also use paid advertising as it can be an effective way to reach more customers in a short period of time.

Another piece of advice I could also give is don't just pitch the features of your product, but also what it can do for your customers. Simply listing the features of your product may not be enough to convince people to make a purchase. Instead, you need to explain how your product can help solve their problems and meet their needs. highlighting the benefits and outcomes that customers can expect from using your product.

04

STEP BY STEP GUIDE ON SELLING DIGITAL PRODUCTS





04 STEP BY STEP GUIDE ON SELLING DIGITAL PRODUCTS

Now that you learned about the benefits and challenges of selling digital products, it's time to go to the highlight of this eBook. How do you really start selling digital products? Some people online sometimes make it so easy, that you can just make a digital product in 1 day, sell it the next day, and then boom you get \$1k that week. At some point in my life, I believed in that. That's easy money, right?

Selling digital products has a lot of benefits and so many endless possibilities but I don't think that profiting from it by just doing the planning, creation, selling, and even marketing of a digital product in 1 week is one of them. And yes, I confirmed that when I made my own digital product myself. Not this one, though.

But hey, don't worry! In this part of this eBook, I will not tell you that this would take 1 week, or this would take months to get results. I will tell you what steps you have to take and give you the tools and information that you need to get started and everything will depend on you. You have the power to create the life that you want. You already took the first step by purchasing this eBook, the second step is following this guide I will now give you. So, let's go!

01 PLANNING & RESEARCH

Planning and research are crucial elements of creating any product, whether digital or physical. During this stage, there are four key factors that you should carefully consider ensuring a successful outcome.

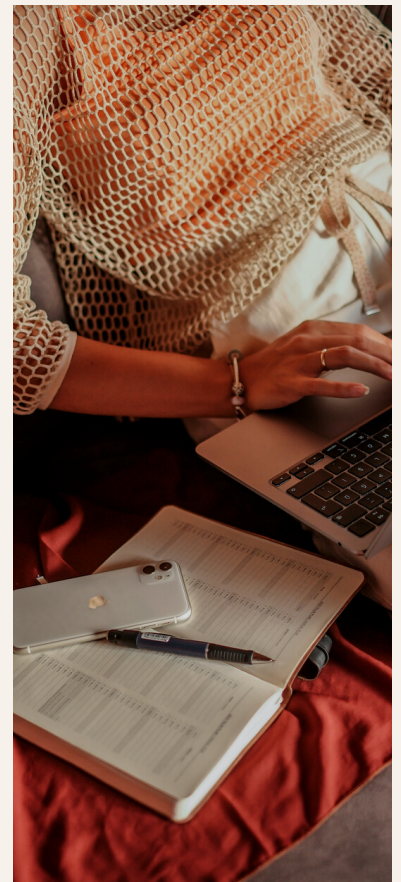
BRAINSTORM

Start by writing down all the ideas you have, including what type of digital product you plan to sell. Ask yourself what knowledge, skills, or experience you have that you could teach or share with others. Think about what type of digital product would be most appealing to your audience. For example, if you're a graphic designer, you could create an online course teaching people how to use design software or create digital graphics. Alternatively, if you're an expert in a particular field, you could create an e-book or white paper sharing your knowledge.

RESEARCH

Once you've brainstormed your ideas, the next step is to do some research. Research if there is a market for the product you're planning to sell. This means checking if people are actively buying similar products or services online.

One way to do this is to use online platforms such as Amazon or Etsy to see if there are similar products being sold and how they are performing in terms of sales and customer reviews. You can also use social media platforms, such as Facebook, TikTok, Instagram, or Twitter to see if people are discussing or sharing products similar to yours.

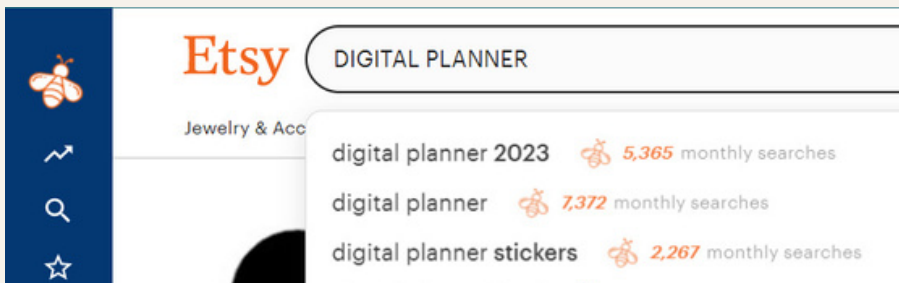


01 PLANNING & RESEARCH

RESEARCH

Another way to validate your idea is to use online market research tools such as Everbee or Erank to see how often people are searching for keywords related to your product idea. If there is a high search volume for your product idea, this may be an indication that there is a demand for it.

I recommend using Everbee, this is what I used when I started my journey. It is a free Google Chrome extension and when you searched for a product on Etsy, you will see how many searches there for that keyword are. This is a sample result when you search digital planner:



IDENTIFY A PROBLEM TO SOLVE

During this process, it's important to make sure that your digital product solves a real problem. You have to be specific about the problem your product will solve. This will help your customers see the value in your product and encourage them to buy.

To identify a problem, start by thinking about your audience's pain points. What challenges are they facing, and how can your product help solve those problems? Is it going to save them 12hrs of doing a task, help them with their productivity, or help them achieve a specific goal? You have to be aware of this as early as now because how are you going to sell your product will depend on this.

01 PLANNING & RESEARCH

KNOW YOUR MARKET

Once you've identified the problem you're solving, it's important to define your target market and niche. This will help you create a product that speaks directly to your audience and meets their specific needs.

To define your target market, think about who your ideal customer is. Consider demographics like age, gender, location, and income, as well as psychographics like interests, values, and beliefs. Use this information to create a customer avatar or persona that represents your ideal customer.

Finally, niche down by focusing on a specific sub-market or topic within your broader market. This will help you create a product that stands out and addresses a specific need in your market. For example, instead of creating a general fitness program, you might create a program specifically for women over 40 who want to improve their bone density. By focusing on this specific sub-market, you can create a program that speaks directly to the needs and concerns of this demographic, rather than trying to appeal to a broad audience.

And to help you with the planning, I have made a list of 100 Digital Products Ideas that you can check to sell online.





02 CREATION OF THE PRODUCT

Before I outline the steps that you need to follow in this stage, it's important to note that if you plan on purchasing a digital product from a PLR website, you can skip this process and just do the rebranding or putting minor edits on the product. We'll discuss PLR further later in this document. However, if you would like to create your own digital product, here are the essential steps and useful tips that you should follow:

SELECT THE APPROPRIATE FORMAT

For beginners, it is recommended to opt for a simpler format such as a PDF, Excel sheet, e-book, PNG, SVG, or a Canva template. You can always refine and improve the format as you gain a better understanding of your customer's needs and preferences.

Other digital product formats you could consider are video courses, webinars, podcasts, software, phone applications, gaming digital products, 3D models and animations, digital magazines and many more.

FIND A PLATFORM TO CREATE AND EDIT YOUR DIGITAL PRODUCT

There are various platforms available on the internet where you could create and edit your digital product. Canva is an ideal platform for beginners, as it offers a user-friendly interface and a 30-day free trial.



02 CREATION OF THE PRODUCT

FIND A PLATFORM TO CREATE AND EDIT YOUR DIGITAL PRODUCT

Other platforms to consider include Figma, Adobe Creative Suite, Procreate, WordPress, Teachable and Kajabi.

To help you, I included a link to a 12-page guide on the Basics of Canva that you can use to navigate the platform. You can also add and give that guide to your customers if your products involve Canva templates.

CREATE AN ENGAGING PRODUCT DESCRIPTION

Writing a compelling product description is essential as it can significantly impact your sales. You need to create a product description that not only describes the features of your product but also highlights its benefits. Features are nothing if your customers don't know how your product will help their lives. Try to put accurate, concise, and engaging descriptions that will capture the interest of potential customers.

Here are some questions that your product description should be answering:

- Who is your ideal customer/target audience?
- What problems or challenges are they dealing with?
- What will they achieve when they buy your product?
- What keywords they may be typing or using to look that product on the internet?
- What are the features and what are the benefits?

Here is an example of a format of product description you can use:

"Calling all (IDEAL CUSTOMER/TARGET AUDIENCE), introducing the (PRODUCT TITLE), a revolutionary digital product that will change the way you (task where they can use your product) forever.

02 CREATION OF THE PRODUCT

CREATE AN ENGAGING PRODUCT DESCRIPTION

We understand that you don't (MENTION THEIR PROBLEMS/CHALLENGES THEY'RE FACING, WHAT WILL HAPPEN IF THEY DON'T BUY THIS PRODUCT NOW AND DECIDE TO IGNORE), which is why we've spent (TIME YOU SPENT DESIGNING THIS PRODUCT TO ADD CREDIBILITY) developing the best possible solution.

With our product, you can finally (ADD THE BENEFITS THEY WILL GET FROM BUYING YOUR PRODUCT) and (ONE MORE BENEFIT) without (ADD OTHER PROBLEM). Don't wait any longer to experience the magic of our product.

List the features (e.g. technical specifications like paper size or dimensions, warranty or guarantee, applications they will need to use)

(Call to action) Get this product and start enjoying (MENTION BENEFITS AGAIN) today. Trust us, you won't regret it!"

As an additional tip, I would recommend taking advantage of some AI websites to help you with creating high-quality and click-worthy product descriptions. Here are 3 sample prompts you can use on ChatGPT:

- List the top three benefits of [your product] for its users. Write a product description that emphasizes these advantages and explains how they improve the customer's experience.
- Consider any problems or challenges that [your product] solves for its users. Craft a description that highlights these solutions and demonstrates the product's value.
- Identify the emotional or lifestyle benefits associated with [your product]. Create a product description that appeals to potential customers' aspirations and desires.

02 CREATION OF THE PRODUCT

PRICING YOUR PRODUCT

Pricing your product is a critical component of your business' success. While pricing your product lower than your competitors may attract customers, it may also suggest that your product is of lower quality. Therefore, it is crucial to consider the benefits of your product and showcase how it is superior to your competitors.

One effective way to do this is by conducting a competitor analysis to see how similar digital products are priced. This will give you an idea of whether customers are willing to pay a certain amount for the product. Next, consider what makes your product unique and if it offers more than what competitors are offering. If it does, you may choose to price it similarly to competitors or lower it initially to stand out.

It's important to factor in the time and skills that you put into creating your product as well as the fees that selling platforms charge when you make a sale. For instance, Etsy charges at least 11% on processing and transaction fees, while Gumroad charges 10% and Creative Market charges 40%.

To help you calculate your profit for the price you will set on your product, you can use the feature of a website called **Etsycheck**. It is a free website but they also offer subscription plans. To get 10% off monthly, use the code "digitalfaves"

Overall, make sure to communicate the benefits of your product to potential customers clearly and justify the price tag. Use persuasive language to showcase the value of your product and explain how it can meet the needs and desires of your target audience. By doing so, you can convince customers to choose your product over competitors' and generate revenue for your business.

02 CREATION OF THE PRODUCT

PRODUCT LISTING PHOTOS

Creating engaging product listing photos is a critical aspect of selling your digital product online. With no physical product to showcase, it's important to create visual representations of your product that will capture the attention of potential customers and convey its value.

One effective way to do this is by using mockups. Mockups allow you to showcase your digital product in a realistic setting, such as on a laptop screen or in a frame, giving customers a better idea of what they can expect from your product. By using high-quality, visually appealing mockups, you can increase the perceived value of your product and make it more attractive to potential buyers.

When creating your product listing photos, be sure to keep your target audience in mind. Use images and design elements that will resonate with your ideal customer and accurately reflect the benefits of your product. Consider using lifestyle photos that show your product in use, or adding text overlays to highlight key features or benefits.

To help you with this, here's 25 listing mock-up photos you can use, which are Etsy size compatible:



You can also access the link to this list on the Product Links Page.

The 3 websites where you can also get free mock-up photos are:

- [smartmockups.com](https://www.smartmockups.com)
- [mockupworld.com](https://www.mockupworld.com)
- [mockuptree.com](https://www.mockuptree.com)

03 LISTING YOUR PRODUCTS & 5 SELLING PLATFORMS TO SELL DIGITAL DOWNLOADS

Once you have your digital product ready, the next step is to choose the right platform to sell it on.

Nowadays it's easier than ever to start an online store. Even if you have limited technical knowledge, you can have a website up and running in no time.

However, as a beginner, it may be more practical to choose a specialized and established eCommerce platform that can handle all the necessary file transfers and product delivery mechanisms, and also securely collect payments from customers. Etsy is one of these platforms, and we will discuss it further in the next chapter of this eBook. While Etsy is a popular platform for selling digital downloads, there are actually many other websites that can also be effective for this purpose.

QUICK NOTE

Did you know that Etsy charges you \$0.20 every time you list a product whether you made a sale or not? However, if you haven't opened your shop, you can get a free 40 Etsy listings by using a referral link. With this, you can save \$8 and list 40 products with zero cost. If you want to get this free 40 Etsy listings, you can click the button below and open your shop.



It's important to note that each platform has its own unique strengths and weaknesses. Therefore, carefully considering the features, pricing, and integration options of each platform is necessary before making a decision that suits your specific business needs. To help simplify your decision-making process, we've compiled a list of the best eCommerce platforms that make it easy to sell digital products online.

03 LISTING YOUR PRODUCTS & 5 SELLING PLATFORMS TO SELL DIGITAL DOWNLOADS



Sellfy is a popular and affordable solution for selling digital products online with the option to sell physical products. Sellfy prices for selling digital downloads start at \$19/month.



This platform allows you to sell graphics, fonts, photos, illustrations, icons, templates & themes, mockups, brushes & more. No set-up fees but with 40% transaction fees .



Gumroad is also a popular platform that allows you to sell a variety of digital products, including ebooks, software, digital planners, templates and more. The Free plan charges a 10% + \$0.30 transaction fee per sale.



03 LISTING YOUR PRODUCTS & 5 SELLING PLATFORMS TO SELL DIGITAL DOWNLOADS



Podia is specifically designed for selling digital goods online. You can build your own website, sell courses and other digital products. Podia offers a 14-day free trial to begin, followed by pricing starting at \$39 or \$79 per month. They also have free plan with 8% fee.



Payhip allows you to sell a range of digital products from ebooks and memberships to software and music. The Free plan has a 5% transaction which is reduced to 2% in the Plus plan. There is no transaction fee in the Pro plan.



The platforms listed above are all outstanding options for selling digital products. They are user-friendly, offer comprehensive customer support, and a variety of features and options to help you launch your store quickly and efficiently. I hope this helps you find the right platform for your needs.



04 MARKETING YOUR DIGITAL PRODUCTS ONLINE

Congratulations, you've made it to the final and most crucial step - marketing your product. You may have the best product in the world, one that solves your target audience's biggest problems, but if you can't get it in front of your audience, it won't matter.

Now, if you're lucky enough to have already built a strong following or established yourself as an influencer, marketing your product can be relatively easy. Similarly, if you have the budget to invest in paid advertising, you're off to a great start.

However, not everyone has these advantages. When I started out, I didn't have a significant following on social media, nor did I want to spend money on paid ads until I knew YOUR NAME was profitable. I was short on resources and needed to get creative with my marketing strategies.

Luckily, there are many marketing strategies that can be effective for both organic (zero cost) and paid advertising. Here are the following:



MARKETING DIGITAL PRODUCTS

SOCIAL MEDIA MARKETING

This is an excellent way to promote your products and share engaging content to attract your target market on social media platforms such as Facebook, Instagram, Tiktok, Twitter, Pinterest, and even YouTube.

Be creative, make educational or entertaining videos, and make sure to always highlight the problems that you will solve when they buy the product.

You can use organic or paid ads depending on your budget and strategy.

SEARCH ENGINE OPTIMIZATION (SEO)

Search engine optimization (SEO) is the practice of optimizing your website and content to rank higher in search engine results pages (SERPs). Make sure your listing titles, tags, and descriptions contain relevant keywords that accurately describe your product. Conduct keyword research to find the most popular search terms for your product using Everbee or Erank.

It's also important to use high-quality images that accurately depict your product and showcase its unique features.

EMAIL MARKETING

Email marketing allows you to capture potential customers' contact information and nurture them into paying customers. One effective way to build an email list is by offering freebies in exchange for their email address. These freebies can be anything that your target audience would find valuable, such as an e-book, a checklist, or a discount code.

By building an email list and sending targeted campaigns, you can provide valuable content, build trust, and showcase the benefits of your digital products to your subscribers. This can lead to increased conversions and sales. I suggest using Flodesk or Klaviyo for your email marketing.



MARKETING DIGITAL PRODUCTS

INFLUENCER MARKETING AND AFFILIATE MARKETING

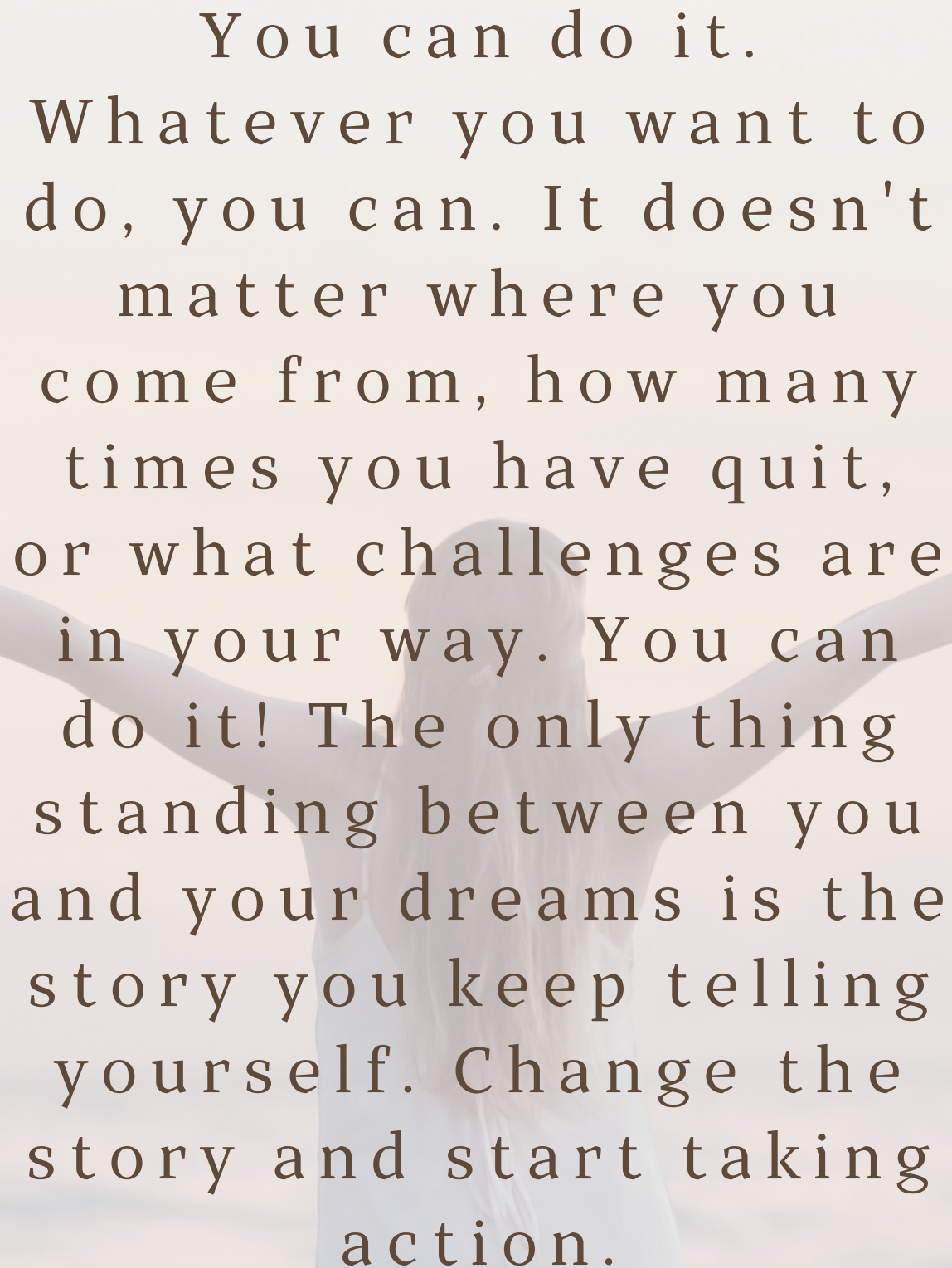
When it comes to selling digital products, influencer and affiliate marketing can be a highly effective strategy. By partnering with influencers and affiliates who have a following of people interested in your niche or industry, you can leverage their reach and credibility to promote your products.

This can result in increased visibility and exposure for your digital products, which can ultimately lead to more sales.

Let's say you have created a fitness eBook and you want to promote it to potential customers. You can partner with fitness influencers on social media platforms like Instagram, who have a large following and a similar target audience to yours. You can reach out to them and ask if they would be interested in promoting your eBook to their followers. In exchange, you can offer them a commission for every sale made through their unique affiliate link.

And there's the complete guide on selling digital products. However, what if there's still a part of you that is hesitant to start because you feel like you're not particularly artistic or skilled in design. I get you. When I started on this journey, my idea was to create some stunning Canva templates for small business owners, but I quickly became overwhelmed with the process.

As someone who isn't creative or don't have any graphic designer skills, I didn't know where to turn. That's when I stumbled upon a post on Pinterest that changed everything: "Don't have the skills or time to create a digital product? Learn about PLR." And just like that, my journey took a new turn. Through the power of PLR, I was able to create high-quality digital products by just customizing them to fit my brand. Let's talk about PLR more later in this eBook .

A large, dark brown quotation mark icon consisting of two curved lines forming an opening at the top.A faint, light-colored background image of a woman with long hair, seen from behind, with her arms raised in a gesture of triumph or joy. She is wearing a light-colored, possibly white, dress or top. The background is a soft, hazy landscape, possibly a beach or a field near the water.

You can do it.
Whatever you want to do, you can. It doesn't matter where you come from, how many times you have quit, or what challenges are in your way. You can do it! The only thing standing between you and your dreams is the story you keep telling yourself. Change the story and start taking action.

05

ETSY SELLER GUIDE



05 ETSY SELLER GUIDE

WHAT IS ETSY?

Etsy found its way to the internet in 2005. It began in a Brooklyn apartment with three founders named Rob Kalin, Chris Maguire, and Haim Schoppik. They wanted to create an online platform where craftspeople could sell their goods. It took them two and half months to make and launch the earliest version of Etsy.

Rob Kalin was a crafter himself. He made wood encased computers and found it difficult to find the right market for buyers. Etsy came with a rather simple concept: that sellers banding together in one online location could attract more visitors.

By 2007, the company had around 450,000 registered sellers and crossed over into its one-millionth sale. In 2015, after several CEO exchanges, Etsy went public. At the time, the business was valued at 1.8 billion dollars.

Today, Etsy is home to handmade goods, vintage items, uniquely manufactured goods, and digital products. In 2022, there were approximately 92 million active buyers who purchased goods through the Etsy ecosystem. The number of Etsy's active buyers peaked in 2021, when there were a recorded 96.34 million.



05 ETSY SELLER GUIDE: 6 REASONS WHY YOU SHOULD SELL ON ETSY

04

You Don't Have to Pay to Run a Website

Another great advantage of selling on Etsy is that you won't be responsible for paying to run a website. You won't have to pay an eCommerce website builder, or the cost of an online hosting plan. Although you will owe fees to Etsy, those fees (transaction and processing) are only charged when you list or sell an item. When you pay for your own website, you will have to pay out of pocket regardless of if you make sales or not.

05

Safe platform to purchase and sell from

One of the big concerns about selling online is the protection of personal information and banking. When someone makes a purchase on Etsy, all of their personal credit card or banking information is kept private. The seller only receives the shipping information -- not credit card numbers or personal banking info.

06

Sell both digital and physical products

While this eBook focuses solely on selling digital products, it's important to note that Etsy initially gained popularity as a platform for selling physical goods. If you're interested in selling tangible items on Etsy, here are some examples of the types of products you can offer:

- Stickers
- Antique charms
- Beads
- Bracelets, necklaces, earrings, and rings
- Hair accessories
- Candles
- Cards and stationary
- Cosmetics
- Blankets
- Pillows
- Clothing
- Hats
- Scarve
- Party decorations
- Wedding cake topper
- Vintage home decor
- Jewelry boxes
- Personalized gifts
- Wall art
- Embroidered items

05 ETSY SELLER GUIDE: HOW TO OPEN YOUR SHOP ON ETSY?

01 Go to [Etsy.com](https://www.etsy.com) and click on "Sell on Etsy."

02 Once you do this, it will give you the option to select, "Open Your Etsy Shop."

03 You will then be asked to choose your shop language, country, and currency.

04 Next comes a fun part: choosing your shop name.

- Your shop name can be 4-20 characters
- No special characters
- No profanity or obscene language
- New name (not something someone else already has)
- Doesn't infringe on a trademark

05 Add product listings:
Add required information such as listing photos, title, category, description, tags, price, quantity (for digital downloads, I suggest putting 999 here) and upload your digital files.

06 On the how you'll get paid page, fill out your personal information. To get paid on Etsy from your sales, you need to connect your bank account to your Etsy shop.

07 Set up billing. This means entering a credit or debit card so Etsy can collect fees.

08 As a security measure, Etsy requires you to set up two-factor authentication. When you sign in from an unrecognized browser or device, Etsy will send you a verification code to enter before accessing your account. You can receive this verification code through:

- An authenticator app on your Android or iOS device (I recommend you use this)
- An SMS or a phone call


Once this is finished, select Open your shop. And that's it. Congratulations! You're now ready to begin setting up your shop and listing your products.

05 ETSY SELLER GUID: ETSY TIPS

Before moving forward with anything else, ensure that you complete all the essential fields in your Etsy shop, including the Shop Title, Shop Announcement, Message to Buyers, Story Headline, Your Story, Shop Video, Shop Photos, links to social media and websites, policy details, welcome message, payment and shipping policies, privacy policy, additional information, and frequently asked questions. Put details as much as possible to help optimize your Etsy shop.

When it comes to **Etsy SEO**:

- It's recommended to precisely match the title keywords and tags to optimize the Etsy search algorithm. I also suggest you include your product title in the product description.
- When naming shop sections, prioritize keywords instead of using cute names or collection titles.
- Utilize the "Attributes" feature if relevant to your listing to prevent exclusion from Etsy's search results filter, and make use of the "Color," "Occasion," and "Holiday" features if applicable.
- Revise titles and tags on underperforming listings and do not edit listings that sell. If you make changes to listings that are already doing well and getting sales, it could unintentionally decrease the number of people seeing your products, and you might experience a period where your items are less visible.



Did you know that Etsy's search algorithm, known as "Etsy Relevance," takes into account the freshness of listings? This means that regularly adding new items to your shop can positively impact your shop's visibility in search results. So, keeping your inventory fresh and regularly adding new products can give your shop an SEO boost on Etsy.

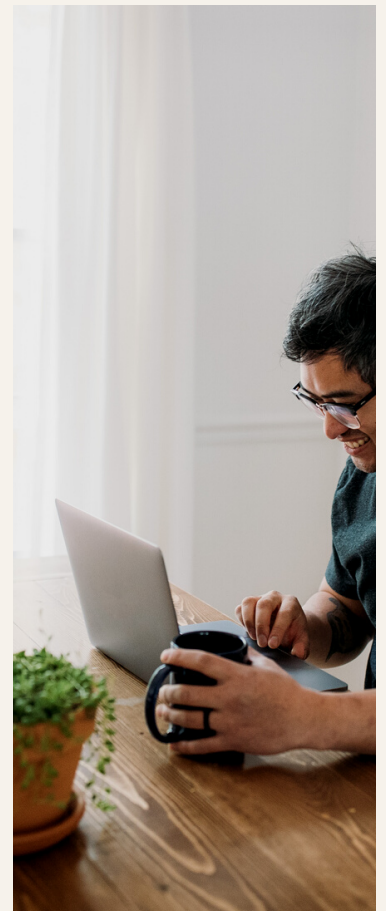
05 ETSY SELLER GUIDE: ETSY TIPS

When it comes to **Etsy keywords**:

- Incorporate relevant keywords throughout your shop, including in your profile, shop announcement, sections, and descriptions.
- Utilize "long-tail keywords" in your titles. Keywords like "digital planner" may be relevant to what you're selling, but they're too broad when it comes to searches. If you only use "digital planner" in your titles, you'll be competing against anyone who sells digital planner. Instead, you can use keyword phrases (also known as longtail keywords.) Examples of these keywords for digital planner may be ADHD Digital planner; Customizable digital planner for GoodNotes, Notability Digital planner, Floral-themed digital planner, Interactive digital planner with hyperlinks, Minimalist digital planner for digital organization.
- Though you can use third-party apps to improve your keywords like Everbee, Etsycheck, and Erank, you can also make use of the search terms provided by Etsy itself. Start typing a term in the search field on Etsy, and the drop-down suggestions will display the most common keywords used for that search.
- Take advantage of the specific keywords Etsy provides for your shop. Access them through the seller dashboard by clicking on the Stats tab, select "Etsy search," and scroll down to review the search terms used by your shop visitors.

When it comes to **Etsy tags**:

- The broader your tags are, the more views you will get in your shop but not as many clicks because it wasn't what they were searching for. Etsy's algorithm prioritizes searches that result in clicks and sales. I would suggest you mix of general and specific tags.
- You can also search for top performers on Etsy, click on one of their listings and look at which tags or keywords they are using. Try using these in your own listings.



05 ETSY SELLER GUIDE: ETSY TIPS

When it comes to your **product listing photos**:

- To make your listings more appealing on Etsy, use high-quality, well-lit photos and avoid using difficult-to-read colors and fonts.
- As much as possible, use all 10 photos to help boost your listings. I usually use 2 of my photo slots for an image which states "How it Works" for the download instructions and "This is a Digital Download".
- You can also use one of your photos to advertise a sale, to visit your shop, or any other important details related to your product. It is weird but some customers don't read descriptions and will buy products based off the images only.

When it comes to negative reviews on Etsy, don't worry too much as they are a normal part of the experience. If you receive a bad review, it's best to send a polite, private message apologizing for any dissatisfaction and offering to make it right. Avoid responding publicly, as it can lock the review and prevent the customer from changing it, but instead, wait a few days or weeks for a possible resolution or response.

When it comes to your **listings in general**:

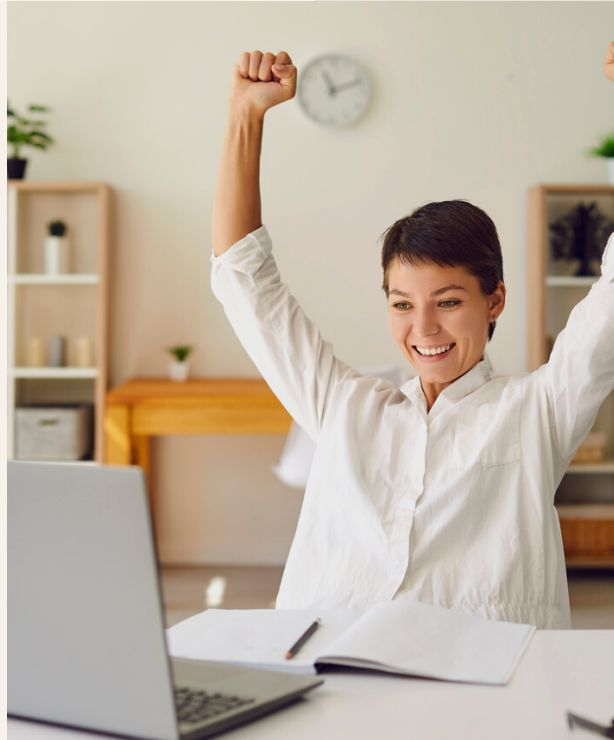
- To maximize your visibility on Etsy, make it a priority to regularly add new product listings. Etsy rewards sellers with increased visibility in search results when they consistently offer fresh and updated items.
- To enhance your listing creation process on Etsy, leverage the success of your best-selling product by copying its tags, title, and description for your new listings. Additionally, consider developing new products that are inspired by or related to your top-selling items.
- Each time a visitor clicks on your Etsy listing and makes a purchase, it enhances the "Quality Score" for that particular listing. This indicates that your listing aligns with what customers are seeking, which Etsy recognizes and prioritizes. If you're receiving numerous visits without sales, it may be worthwhile to review your listing and ensure all elements are effectively capturing customer interest.



ETSY SELLER GUIDE: ETSY TIPS

When it comes to your **marketing**:

- Set up discount coupon codes, including Thank You, Abandoned Cart, and Favorited Item codes, to incentivize previous buyers and potential customers who have shown interest in your products by adding them to their cart or favoriting them. Offering these discounts can encourage them to make a purchase, fostering customer loyalty and boosting sales.
- If its within your budget, renew random listings on a weekly basis (20 cents each). This will refresh them on Etsy and bring them back to the top. This is as if you added a new listing.
- If you can afford it, consider paying for Etsy ads. You can start with as little as \$1 per day and go up to \$25 per day, but it's best to keep it around \$3 to \$4 per day. Be cautious with higher amounts because Etsy may advertise your listings externally (Offsite Ads), which can get lost in Google ads and quickly consume your daily ad budget. It's recommended to use Etsy ads after you've made at least 2 sales and received 1 review. This helps build trust with potential buyers who might hesitate to purchase from a shop with no sales yet, even if it appears in top search results.
- Take advantage of Pinterest to promote your Etsy shop or website and drive traffic. It's a free platform where you can regularly pin and share your listings to maintain a steady flow of visitors. Unlike social media posts that lose their effectiveness after 24 hours, pins on Pinterest have a longer lifespan, providing ongoing visibility for your products.
- Pick one or two platforms. Your time is precious. You will be spending a lot of time developing and making products for your Etsy shop, and while marketing is part of your business plan, it shouldn't take up the majority of your time. Instead of trying to reach people on every social media outlet, pick one or two that you're already familiar with and put your efforts into those.



You've been thinking about it for a long time, and now is a good time to finally try your hand at opening an Etsy shop.

Start creating some product, open a shop, and list your items. Keep your costs low and test the waters. Are people interested in your items? Will they tell their friends about your wonderful products?

It's easy to get discouraged when you first open your shop, but over time you can start generating sales and making a profit. Just remember to do product research, calculate your costs, sell something unique, and use great listing photos.

Before you know it, you'll hear the "Cha-Ching" register sound of your very first sale!



Today is your opportunity to build the tomorrow you want.

05 ETSY SELLER GUIDE: TOOLS I USE ON MY ETSY SHOP

○ CANVA

I used Canva to create my digital products and listing photos. You can create almost all digital products on this platform. They offer 30-day free trial.

○ ETSYCHECK

I used the feature Profit Calculator, Rank Checker, Tag Generator, Esther AI on this website. You can use it for free but with limitations. I subscribed on their Side Hustle plan with a 10% discount. You can also get 10% discount by using the code "digitalfaves"

○ CHATGPT

This is an AI website that you can used for free to help you with writing product descriptions.

○ EVERBEE

I used this tool for product research and revenue analytics to see how other Etsy listings are performing so you can make high revenue products.

[CLICK HERE FOR 14-DAY FREE TRIAL](#)

○ CREATIVE FABRICA

Another selling platform where I get my fonts, graphics, and designs on some of my digital products. You can get yearly all access for just \$4.99 per month wherein you'll get all access with millions of fonts, graphics, templates and classes. Personal, Commercial and print on demand use of files are included.

[CLICK HERE FOR 10 FREE DOWNLOADS](#)

○ PRINTIFY

Though this eBook focuses on selling digital products, you can also venture into the print on demand business especially if you can create your own designs or get graphics on Creative Fabrica. It offers a free plan, but their premium plan provides a 20% discount on the cost of all their products.

[CLICK HERE FOR 30-DAY FREE TRIAL](#)

06

WHAT ARE PRIVATE LABEL RIGHTS PRODUCTS?





06

WHAT ARE PLR PRODUCTS?

When it comes to making money online, there are shortcut strategies available that will maximize your income and minimize the time and effort you spend developing your online business. As you know, in order to make money in your chosen niche, you need to be able to offer your own info product.

The problem comes into play when you don't have the money, time, or resources to develop your own product. Not only it is exceptionally time-consuming, but if you don't have the necessary skills to write the content yourself, you may find it very expensive to outsource the work to an experienced freelancer.

But there's an even better, cheaper, and faster method of developing high-quality content that is guaranteed to be gobbled up by prospects within your market.

It's called private label, and is often referred to online as PLR, which stands for 'private label rights'



06 WHAT ARE PLR PRODUCTS?

Private Label Rights (PLR) products offer a lot of flexibility to those who purchase them. Here are some of the ways you can use PLR products:

- Resell the product for profit.
- Rebrand, edit, and customize the product to make it your own.
- Claim authorship of the product and use it as your own intellectual property.
- Bundle the product with other products or services to create a unique offering.
- Print and publish the product in offline formats.
- Add the product to paid membership sites to increase the value of your offering.

It's important to note though that before using a PLR product, it's always a good idea to carefully read the license agreement that the seller provides.

If you're interested in exploring PLR products, the following websites offer a range of options. You can click the photo to access each websites.



PLR.ME

They give free 10 credits when you sign up and they offer articles, eBooks, and courses in the self-improvement niche.



PLRDATABASE.NET

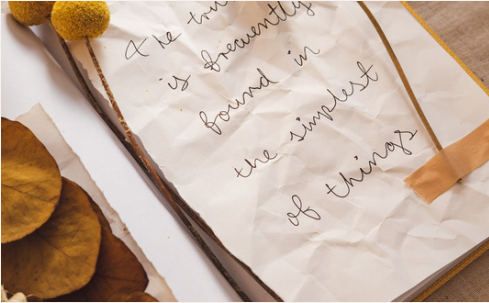
They offer essential PLR product categories, consisting of eBooks, software, articles, videos, scripts, and many more.



YOURSECRETWEAPONPLR

They offer a membership program for PLR Journal Canva Templates, Worksheets, Digital Planners, and coaching templates.

06 WHAT ARE PLR PRODUCTS?



THEHAPPYJOURNALS

They offer planners, journals, templates, printables, digital notebooks, and many other products related to motivation, happiness, spirituality, and positivity.



BIGPRODUCTSTORE

This website offers a variety of PLR products, including eBooks, articles, software, and graphics in variety of niches.



CONTENTSPARKS

The main focus of this website is online learning digital products such as online courses, slideshows, assessments, and action guides.

Private Label Rights products offer a valuable shortcut for businesses and individuals looking to save time on research and development.

While selling PLR products as is may be tempting, it's important to keep in mind that many others may be doing the same, limiting the potential for success. To truly stand out, it's essential to take the time to personalize and tailor the PLR product to create a unique offering that sets you apart from the competition.

With some effort and creativity, PLR products can be an excellent resource for growing your business or brand.

There you have it! Thanks to technology and the internet, it's easier than ever to make and sell digital products. You don't need to be an expert or have a lot of cash to start your own online business. All you need is a good plan and the right mindset.

This eBook is full of simple and easy-to-understand tips to help you start selling digital products. It doesn't matter if you're new to this or have some experience already, you'll find something useful here.

So go ahead and take the first step towards starting your own online business. Just remember, all it takes is a little bit of determination and the willingness to learn and grow. Now, let's go to the good part! All the links and additional digital products to help you more start this journey.

07

LINKS TO DIGITAL
PRODUCTS YOU CAN SELL
AND USE AS YOUR OWN



07

LINKS TO MORE DIGITAL PRODUCTS

First and foremost, I want to extend my sincerest gratitude for taking the time to read and check out my eBook. I hope that you have found it informative and useful and that it has inspired you to explore the world of digital products further.

As promised, I want to present you with some freebies that I hope will also help you with starting this journey or be an inspiration for your first-ever digital product. Just click the photo to access each of the freebies.



Bonus #1: Self-Care Guided Journal

This is a done-for-you journal template with prompts and guidance. You can make any changes you like and put yourself as the author. Once done, save it as a PDF and use it as a gift or a freebie to your customers, as part of your membership program or use it as a lead magnet. You may not resell this product in any form. (White Label Rights)



Bonus #2: Affirmation Cards

This is also a done-for-you freebie to your customers or post it as your own content to your social media. You can also use this as a basis to make your own affirmation cards to sell online.



Bonus #3: Recipe Book Template

Create your own cookbook with this easy-to-use recipe book template and sell it online. This is good for someone who's niche is nutrition and wellness.

07

LINKS TO MORE DIGITAL PRODUCTS



Bonus #4: Canva Basics

This is a 12-page guide to help you navigate Canva. You can also add and give this copy to your customers if your products involve Canva templates.



Bonus #6: Course Creator Workbook

This template is designed to help course creators, coaches, and small business owners to create their online course workbooks, lead magnet freebies, and coaching worksheets professional-looking in minutes. You can edit anything and use and resell the PDF as your own. What you cannot resell is the template.



Bonus #5: 30-page of Planners & Trackers

These templates can be used as a foundation for you to create your own personalized planners and trackers.



Bonus #7: 100+ eBooks

These books are in various niches which you can resell as your own or use the content to your own social media, blogs, or coaching worksheets.

07

LINKS TO MORE DIGITAL PRODUCTS



Bonus #8: eBook template

This is a 49-page minimalist and professional-looking eBook template you can use to create lead magnets and eBook of your own.



Bonus #10 and Last Bonus: Digital Planner Canva Template

This is a 36-page fully hyperlinked digital planner template. It comes with daily, weekly, and monthly planners and 4 paper templates. You can customize and resell this as a PDF or printable. Note that you cannot resell the template.

I hope that these products will be of great value to you and that they will help you on your journey toward creating and selling digital products.

If you have any questions, concerns or encountered any issues accessing the digital products included in this eBook, please do not hesitate to message me on my shop or email me at: digitalfaves@gmail.com



Bonus #9: Pinterest and Instagram Marketing Post Templates

Use this to market your product to your target audience.

Once again, thank you so much for your support and for being a part of this exciting industry.

If you don't make
time to build
yourself, you'll be
assigned time to
build for someone
else.