

NO MORE 9 TO 5: YOUR STRATEGIC PLAYBOOK TO TOTAL FREEDOM

BY WILL WALKER



HEY,
I'M WILL

I am a passionate digital strategist and entrepreneur dedicated to helping beginners build a powerful online presence. With years of hands-on experience in digital marketing, Will has guided countless individuals and businesses in launching their brands, growing their audiences, and making meaningful connections in the digital world.

As a proud digital nomad, Will draws inspiration from the freedom of remote work and the possibilities of global connection. When he's not building marketing funnels or crafting content strategies, you can find him soaking in the sun at a beachside café—laptop open, vision clear.

Digital Marketing: The Ultimate Playbook is Will's go-to guide for anyone ready to take the first step toward online visibility and success.

LET'S DO IT!

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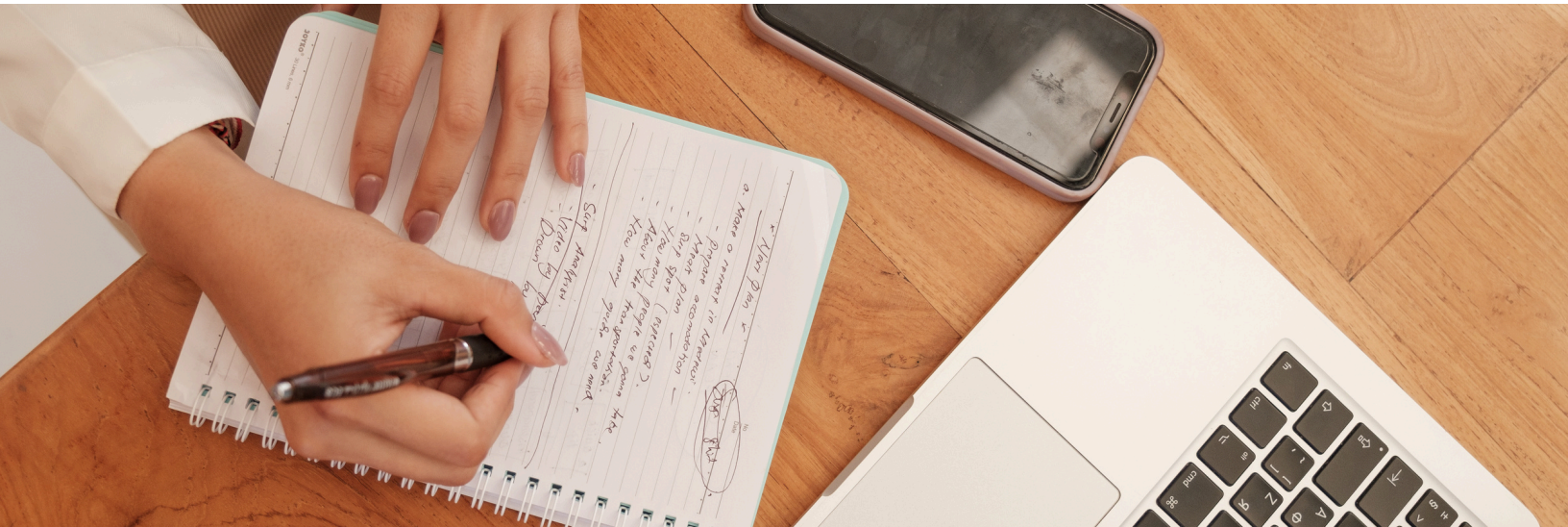


WHY CHOOSE DIGITAL PRODUCTS?

Selling digital products is an overlooked business model that allows you to monetise your skills, knowledge, and expertise. No physical inventory, shipping headaches, or manufacturing costs. Just create a digital product once and sell it to customers all over the world, 24/7 365 days a year.

Whether your goal is to replace your full-time income or just make some side money, this guide will show you exactly how to:

- Find hungry buyers desperate for solutions in a lucrative niche that matches your interest and expertise.
- Brainstorm and validate digital product ideas guaranteed to sell.
- Quickly create premium digital products from scratch (even non-techies can do this!)
- Confidently price your offer for maximum profits.
- Know how to add an additional income stream by pairing your business with affiliate marketing.
- Know the different resell licenses and how to apply them to your products to add a unique selling point.
- Get set up to sell and deliver your product digitally in just days.
- Attract customers with cost-effective marketing tactics.
- Helpful email marketing templates that will convert followers into paying customers.
- Stand out from competitors and build a recognized brand.
- Automate your business to multiply your income.



Digital products unlock the dream lifestyle - work from anywhere in the world, make money while you sleep, and earn profits long-term with a single creation. Whether you want to sell ebooks, online courses, videos or more, this guide will get you started.

The income potential is truly limitless. Thousands are already making full-time incomes doing this - and you can too. Let's dive in and get your digital product business up and running!

EARNING MONEY FROM ANYWHERE IN THE WORLD IS POSSIBLE!





01

PAINTING THE VISION

LET'S DO IT!

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, AND 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 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) mapping out your goals, how to achieve them, and measure your progress, and
2) a solid idea of your INCOME GOALS for this first year after launching your business.

My Goal

Steps to achieve my goal

Step 1	Step 2	Step 3

How will I measure my progress?

What will I do?	When will I accomplish my goal?

SETTING 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 $100k.

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

1st quarter: £10k
2nd quarter: £20k
3rd quarter: £30k
4th quarter: £40k

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 £10k, those first three months might look like this (again, remember a progressive increase over time!).

1st Quarter	2nd Quarter

3rd Quarter	4th Quarter

SETTING YOUR INCOME GOALS

1st month: £2000

2nd month: £3000

3rd month: £5000

Now let's just look at **your first month**. If you're aiming to bring in £2000 in your first 30 days of launching your digital product priced at £97 this is only **TWENTY sales.**

Do you see now the potential with this? Even if you're starting a brand new Instagram 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!



02

SOLVE THE PROBLEM

LET'S DO IT!

DECIDING YOUR TARGET AUDIENCE

As you can probably tell by my content, branding, and the language I use, my target audience is women.

I specifically aim to reach everyday women who want to build a business that supports their lives and family.

You might want to broaden to include men, 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!

TIME TO BE A DETECTIVE

By now you have selected your niche - amazing, go you!
Now it's time to put on the detective hat and conduct market research on what pain points and problems your niche encounters. Once you have identified the key ones, then look for another five problems that are even more specific. These five sub-problems will enable you to stand out from your competition and come across as an expert within your niche.

However, identifying the problems and pain points is just the first step. Now it's time to be a true detective and match your experience and skills toward each one. So let's take these problems and turn them into actionable points where you map out your solutions and how to best deliver these. The problems you have identified will help you identify how to deliver the solution in the best and most value-adding way. For example, if one of the problems your niche is struggling with is an introduction to that niche, then your solution could be to provide a step-by-step guide or eBook.

Problem / Pain Point	Your Solution	How To Deliver The Solution

COMPETITOR RESEARCH

Before moving on to the next stage, take a moment to have a look at what your competitors are doing well and not so well. This will help you identify trends, popular features, and most importantly - gaps in the market that you can target!

Use the below table to map out your competitor research.

Competitor	Product / Service	Price	Key Features



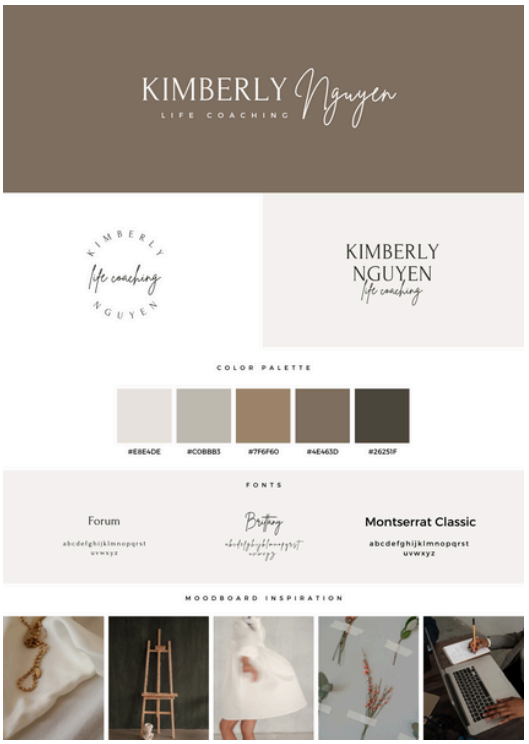
03

TIME TO CREATE YOUR BRAND

LET'S DO IT!

YOUR BRANDING

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



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

CREATING YOUR BRAND AESTHETIC

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

Pay attention to fonts, colours, and 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.



04

TIME TO CREATE YOUR DIGITAL PRODUCT!

LET'S DO IT!

CREATING YOUR DIGITAL PRODUCT

Step 1: Understanding Digital Product Types

Templates: What are they?

Think of templates as the sassy skeleton of a final product. They're the basic structure, waiting for someone to add their own flair and details. A good analogy? Templates are like cookie cutters – they give you the shape, but you decide the flavor!

Examples:

- Social media post templates
- Resume templates
- Invitation designs
- Planner or journal layouts
- Website templates
- Notion templates

Downloads: What are they?

Downloads are the finished pie. There's no more baking needed, just enjoy! They're ready-to-use products that customers can directly incorporate into their projects or lives.

Examples:

- Printable wall art
- Pre-made logos
- Stock photos
- E-books or guides
- Planners and journals
- Saving challenges

CREATING YOUR DIGITAL PRODUCT

Step 2: Decide Which to Sell

Now, this is where your creativity and market research collide! Here are some questions to guide your decision:

1. **Skill Level**: Are you better at creating a basic design that users can customise, or do you excel at crafting finished, detailed pieces?
2. **Customer Base**: Do your customers love getting crafty and personalizing things, or do they prefer ready-made solutions?
3. **Maintenance**: Templates may require updates if software (like Canva) makes changes. Downloads might be more "create once, sell forever" kind of products.
4. **Pricing**: Typically, templates can be priced a bit lower as customers do the final customization, while downloads might fetch a higher price since they're complete products.

Step 3: Picking Your Niche

1. Research and Passion:
Begin with what you're passionate about. Then, dive into Etsy (and other platforms) to see if there's a market for it. Remember, it's easier to create and sell something you genuinely love!

2. Trendspotting:
Use tools like Etsy's Trending Items or Google Trends. You want a niche that's hot, but not so scorching it's oversaturated. Think pumpkin-spice level, not sun-surface-hot.

3. Customer Needs:
What are customers looking for? Are there repeated requests or gaps in the market? For instance, if you notice a demand for boho-chic presentation templates and no one is offering them, bingo!

DESIGNING YOUR DIGITAL PRODUCT

Let's talk about designing your digital product!

Yes, you have the rights to rebrand and resell this Handbook; however, I also don't want you to be afraid to make this product your own!

In fact, 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 200-page limit.

STEP TWO

Put your Canva template aside for now, and move on to 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 or edit straight here on Canva.

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 IG username, or just call me "your mentor.").

NOTE: Keep in mind that there will be things you will NOT be able to include and finalise 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 colours you came up with.

THIS PART IS IMPORTANT: Be sure to double-check it for any errors or tweaks that still need 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, ta-da! You've created your very own digital product!

ADDING VALUE WITH BONUSES AND EXTRAS

Providing additional resources and bonuses can significantly enhance the perceived value of your digital product. Consider these strategies:

Creating additional resources or bonuses to enhance the product's value:

- Develop supplemental materials, such as cheat sheets, templates, or resource lists, that complement the main content.
- Offer bonus content like bonus chapters, expert interviews, or case studies to provide additional insights and perspectives.
- Consider providing lifetime updates or access to a members-only area for ongoing value.

Incorporating worksheets, checklists, or exclusive access to a community:

- Include interactive worksheets or checklists that help customers implement what they've learned.
- Offer access to a private community or forum where customers can connect, share experiences, and seek support.



FORMATTING YOUR PRODUCT

Design and formatting play a crucial role in capturing your audience's attention and delivering information effectively. Consider the following points:

Choosing visually appealing layouts and themes:

- Select a layout and theme that aligns with your brand and enhances the overall aesthetics.
- Use consistent colors, fonts, and formatting throughout to create a cohesive and professional look.
- Incorporate whitespace to improve readability and avoid clutter.



Utilizing design tools and software for professional-looking visuals:

- Use graphic design tools like Canva or Adobe Creative Suite to create visually appealing content.
- Make sure that images, creatives, and other visuals are high-quality and optimized for Social media.
- Pay attention to font choice, size, and formatting to ensure readability across different devices.

FORMATTING YOUR PRODUCT

Remember, the key to a successful digital product is to deliver real value and a positive user experience. By implementing these strategies, your customers will find the Digital Product Starter Kit relevant, engaging, and truly useful for their journey into the world of digital product creation and selling.

Example for Cooking and Fitness Niche:

Imagine you've created an all-inclusive digital product, "The Ultimate Meal Planner: Simplify Your Nutrition Journey," aimed at health-conscious individuals seeking to streamline their meal planning and adopt healthier eating habits. To enhance the appeal of your product, consider incorporating the following bonuses and extras:

1. **Customizable Recipe eBook:** Access a bonus recipe eBook with diverse, nutritious, and easy-to-prepare meal ideas.
2. **Interactive Grocery List Generator:** Seamlessly generate shopping lists based on your selected meals, reducing food waste and simplifying grocery shopping.
3. **Nutritional Tips and Guides:** Get informative guides on nutrition, portion control, and building balanced meals.
4. **Exclusive Meal Planning Webinars:** Join live webinars with nutrition experts for interactive discussions and personalized advice.
5. **7-Day Meal Challenge:** Participate in a guided 7-day meal challenge with daily meal plans and recipes, supported by a private community for motivation and support.

FORMATTING YOUR PRODUCT

Example for Make Money Online Niche:

Imagine you've created a comprehensive online course titled "Make Money Online Blueprint" to help individuals explore different income streams and start their online business journey. To make your course highly valuable and enticing, you decide to include the following bonuses and extras:

1. **Profitable Niche Finder Tool:** Gain access to an exclusive tool that simplifies niche research by analyzing market demand, competition, and keyword data, helping you discover profitable niches to focus on for your online business.
2. **Actionable Business Plan Template:** Receive a step-by-step business plan template that guides you through developing a comprehensive strategy for your online venture, covering essential aspects like target audience, revenue streams, and marketing tactics.
3. **Personalized Business Idea Review:** Get the opportunity for a limited number of one-on-one sessions, where you'll receive expert feedback and validation on your business ideas, ensuring they are viable and aligned with your goals.
4. **Private Community Access:** Join a supportive and dedicated online community exclusively for course participants, fostering networking, collaboration, and the sharing of success stories and experiences.
5. **Income Streams Playbook:** Explore a comprehensive playbook detailing various online income opportunities, such as affiliate marketing, e-commerce, digital products, and freelancing, with practical tips and success stories to help you choose the best income streams for your business.

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.

Aim for a name that communicates the core value and convinces your audience why they need this particular product. The name plays a crucial role in conversion.

Here are some tips on naming digital products:

- Make it descriptive - Clearly communicate what the product is about and the core benefit.

- Keep it simple and catchy - Easy to remember, spell and say. Avoid overly complex or confusing names.
- Use keywords - Work relevant keywords into the name to optimise for search engines.
- Evoke emotion - Trigger feelings like excitement, intrigue, and curiosity that compel clicking.
- Tell a story - Names that hint at a journey, transformation, or big promise hook attention.
- Use the "Incredible Blank" formula - Describe what makes your product remarkable.
- Leverage prefixes/suffixes - Add beginning/endings like Pro, Elite, 101, Essentials, Made Easy, HQ.
- Consider acronyms - Turn a long product name into a memorable acronym.
- Test options - Survey target audience on name preferences and measure response.



05

HOW TO PRICE YOUR DIGITAL PRODUCT

LET'S DO IT!

PRICING YOUR DIGITAL PRODUCT

Setting the right price is crucial to maximize profits for your digital product. Here are some tips:

- Research current market pricing - Analyze what competitors are charging for similar products. Is there a common price range?
- Price based on value, not effort - Don't just base it on your time invested. Price according to the value you provide customers.
- Consider production costs - Account for expenses (tools, software, services) to create the product.
- Test different prices - Offer the product at different prices and see which converts best.
- Offer tiered pricing - Have a low-priced introductory version and a higher-priced premium version.
- Think recurring revenue - Rather than a one-time purchase, consider a subscription model.
- Use pricing psychology - Leverage strategies like charm pricing (£37 instead of £40)

Popular pricing models

- **Low ticket** - £10 to £50. A higher volume of sales is needed but a lower barrier to purchase.

- **Mid ticket** - £500 to £300. Balance of profit margin and easier selling than a high ticket.

- **High ticket** - £300+. Maximizes per sale profit but smaller customer base.

No one price is right for every product. Test different prices and closely track conversion rates to find the optimal price. Remember, you can always raise or lower prices in the future. Start somewhere and let real market feedback guide your pricing strategy.

I also priced mine ending with 7 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!).

PRICING YOUR DIGITAL PRODUCT

PRICING EXERCISE

Let's do a quick brainstorming exercise to help you think through how to price your digital product.

Grab a piece of paper and answer the following questions:

- *What is the core value/benefit your product provides customers? How will it help them?*
- *What pricing range are competitors selling similar products for?*
- *What production costs will you incur to create the product? Account for your time, tools used, and services needed.*
- *What price point aligns with the value you are providing? Consider the transformation you can create.*
- *What price seems fair and reasonable to your target customer?*
- *What price could maximise your profit margins? Consider recurring revenue models.*
- *What introductory price may attract new customers to try your product? Think tiered pricing.*
- *What premium price could upsell customers once they see your product's value?*

Now examine your answers. Given the market, value provided, and your goals, what initial price range seems viable to test?

Jot down a low and high price estimate.

This exercise should give you a clearer sense of pricing factors to consider. Remember to start on the lower end, validate demand, and raise prices over time as you build authority and trust.



PRICING YOUR DIGITAL PRODUCT

POPULAR DIGITAL PRODUCTS PRICING EXAMPLES

Ebooks - £10 to £50

- Entry-level ebooks with short content and quick tips.
- Advanced ebooks are around 100 pages with more detailed training.

Online Courses - £100 to £500+

- Video/PDF-based courses with 5-10 modules of content.
- Comprehensive virtual classroom-style courses.

Membership Sites - £20 to £100+ per month

- Monthly access to content dripped over time.
- Different membership tiers at varying prices.

Video Training Series - £100 to £300+

- Sets of instructional videos delivered online.
- Higher prices for 10+ hours of video content.

Templates/Toolkits - £15 to £100

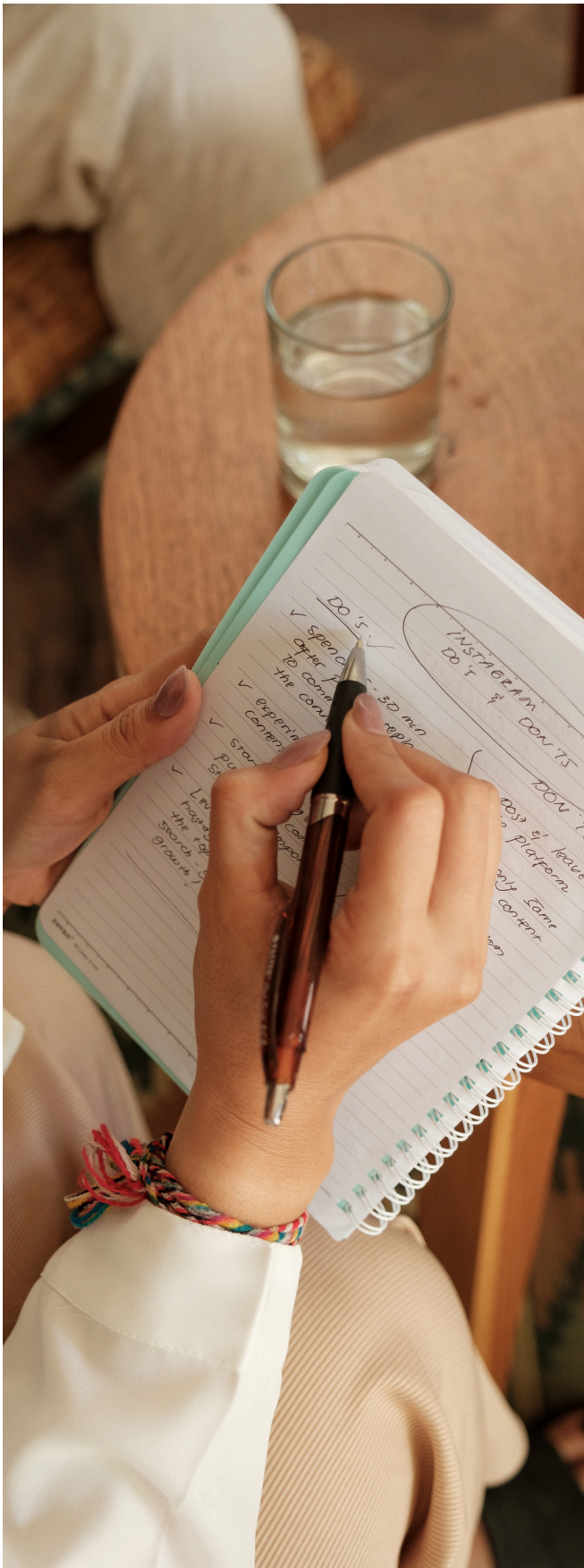
- Editable templates for documents, social media, graphics.
- Toolkit bundles multiple templates/downloads.

Audio Training Programs - £50 to £200

- 2-10 hour audio training program.
- Higher pricing for premium production value.

Journals - £10 to £30

- Digital journals/workbooks with prompts and exercises.
- Add on bundles with multiple journals.





06

PLR VERSUS MRR

LET'S DO IT!

WHAT'S THE DIFFERENCE?

If you don't want to or can create a digital product from scratch you can opt to buy a done-for-you digital product that comes with a resell licence. Generally, I would strongly advise against using Fiver for this as they will most likely buy a PLR product from someone else and make small tweaks and then change you 10x the price.

There are three main licences that you should know when it comes to digital products. If you create your own digital product from scratch it's completely up to you which licence you want to attach to the product!

Can You	Standard PLR	Unrestricted PLR	Master Resell Rights
Resell it as your own	YES	YES	YES
Can rebrand the product	YES	YES	YES
Give the product as a free bonus	YES	YES	X
Use it as a lead magnet	YES	YES	X
Pass on the licence to your customer	X	YES	YES
Set your own price	YES	YES	X*

* There will be a minimum price restriction but you can set a higher price if you wish

WHAT'S THE DIFFERENCE?

STANDARD PLR LICENCE

With a standard PLR licence you buy a done-for-you digital product that you can either sell as is or customize as much or as little as you want. You can use the product in various ways, such as giving it away for free as a bonus or as a lead magnet to grow your email list.

You can also use the product to create unlimited variations, in that way you get more products out of it.

It's important to read the fine print, because with standard PLR you cannot resell the product as a PLR product or give your customer that licence. Meaning that if you buy and then sell a PLR digital product, your customer will be the final end user.

If you want to create your own PLR digital products to sell you have complete freedom to choose what your customer can and cannot do. If you want them to sell the product with personal use 'licence' then standard PLR licence is for you.

And remember, you get to keep 100% of the profits!

UNRESTRICTED PLR LICENCE

The only difference between standard PLR licence and unrestricted PLR licence is that, with an unrestricted PLR licence you can resell it as your own PLR product and you can choose if your customer can:

1. Resell it as their own standard or unrestricted PLR Product
2. Sell it with personal use licence
3. Can't resell it

This is a great way to really excel your digital product offerings and gives your customer even more freedom with the product.

WHAT'S THE DIFFERENCE?

MASTER RESELL RIGHTS

Master Resell Rights is a fantastic option to get a high value digital product into your store. It's similar to the PLR licences in the way that you can sell it as is or rebrand it as much or as little as you want.

Similar to the unrestricted PLR licence you can resell it with the Master Resell Rights attached, meaning that your customer in turn can resell it with that licence attached to their customers.

You might have seen the Roadmap digital marketing course in my stan store, this course comes with Master Resell Rights attached. Meaning that I purchased the course once, absorbed all the knowledge, and then added the course to my offerings. If you are new to digital marketing and want to speed up creating your own digital business then I would highly recommend having a look at the course.

With any Master Resell Rights product, I would strongly recommend that you bundle it up with something else that adds even more value and makes your offering stand out from your competition. To use my digital marketing course as an example, I have added my Passive Income Bootcamp to it where my customers receive 15 digital products with unrestricted PLR. This adds even more value because you would have a total of 16 done for you digital products to sell as you own for 100% profit.



07

AFFILIATE MARKETING

LET'S DO IT!

WHAT IS AFFILIATE MARKETING?

What is affiliate marketing and is it truly legit? And is it actually something anyone can do? Do you need to have a large following to actually earn a decent income?

It can be profitable, if you have the right strategy in place!

Can anyone do it? YES
Do you need to take a course and buy the really expensive upsells to make it work? NO

Affiliate marketing is one of the more passive forms of income streams because you are making money by recommending products or services to your audience. So when you become an affiliate for a product or service you would recommend this to your audience by using your unique affiliate link. If someone purchases or signs up through your link then you would get a commission.

The types of affiliate commissions varies quite significantly. It can either be a percentage of every sale, a flat rate per lead or sale, and it could be recurring monthly commissions. So to say the least there are numerous ways of making commissions with affiliate marketing. My top tip is to only affiliate with products and services that you truly love and use. If you can't stand behind the product/service, then that will shine through to your audience.

I have seen great results with combining affiliate marketing with my digital business and products. I'm an affiliate for some of the software and tools that I use, for example Stan Store, Everbee and Benable. There is a natural connection between what I'm recommending and what my business offers. So if you want to combine affiliate marketing with your online business, which I highly recommend that you do, then make sure that the two matches well.



TYPES OF AFFILIATE MARKETING

There is a wide range of things that you can promote as an affiliate and it's up to you to choose what you feel you can wholeheartedly stand behind and what fits with your niche and target audience.

You can divide this into three main categories:

1. Physical products and services
2. Digital products
3. Tools and Software

When it comes to physical products and services that you can promote it can be everything from your favorite frying pan to your favorite workout equipment. If you are in the beauty niche and have a mascara that you think is to die for you can recommend it to your audience and direct them to your unique affiliate link. With physical products, the commission percentage tends to be quite low and you do run the risk of it being taken away if the customer returns or cancels their order.

With digital products, it can be courses or a specific digital product that you have bought and use. For digital products and services the commissions tends to be higher, usually between 20% to 50%. Due to the digital nature, it is very unusual that the customer can return or cancel their order as they receive their product immediately, which means its very unlikely that you will loose your commission over a refund or return.

The final type is tools and software. This is a great way to generate recurring commissions on a monthly basis! Using Stan Store as an example, I truly love using their storefront for my business and I therefore recommend it to my audience. When someone signs up using *my 14 day free trial link* and switch to a paying monthly subscription I receive 20% of that for each month they stay with Stan store.

A final bonus one is to combine your affiliate marketing with your digital products to further boost your income. For example, as this eBook covers my tips, trick, insights, and recommendations I have included a few affiliate links that I believe adds further value. So even after someone has bought this eBook my earnings might not stop there. So where your affiliate offers matches your product like a glove then - Work smarter and not Harder!

AFFILIATE MARKETING COURSES

There are so many different affiliate marketing courses out there so choosing one can be quite difficult and overwhelming.

I have spent well over 50+ hours researching and comparing affiliate marketing courses to find one that,

1. Provides value for money and;
2. Does not have any hidden upsells that that you 'have to' buy in order to get the information they originally promised.

I did consider the $7 dollar course, I'm sure you know which one I'm referring to, but after deep diving into honest reviews and looking at the course structure I quickly ran the other way. Although $7 is a small investment, but in reality after you have signed up they will push their $2,500 blueprint on you. So the most important information they promise with the $7 investment isn't actually available to you until you fork out for the blueprint. Personally, this kind of 'hidden' upsells gives a clear indication of both the quality of the course and the ethics and business practice of the course creators. It was a hard pass for me.

And now, you don’t actually need a separate course for affiliate marketing! As part of the January 2024 update of the Passive Profit Millionaire Digital Marketing Course, it now includes a module for Affiliate Marketing, another for Amazon KDP and Amazon Influencer! This way you get both a comprehensive digital marketing course focusing on how to monetize your social media with digital product and affiliate marketing training! WIN WIN!





08

SETTING UP YOUR SYSTEMS

LET'S DO IT!

CREATING AN ONLINE STORE WITH STAN STORE

Out of all of the programs or host sites for digital products that are out there, I love using a Stan Store to link and sell my digital products.

It's a straightforward, yet robust way to get digital products into the hands of those who need them. In this section, we're breaking down the steps to setting it up step-by-step. Let's get into!

Stan.Store is an e-commerce platform designed to sell digital products effortlessly. From memberships to digital downloads to coaching, it offers a one click link you can put in your social bio that is customisable. It has detailed analytics and can be easily integrated with payments Stripe & Paypal. Plus, integrates easily with Zoom, Zapier, Mailchimp & Google Calender. It really is ideal for businesses of all sizes!

Step 1: Register and Access Dashboard

1. **Visit Stan.Store**: Head to the Stan.Store website and sign up.
2. **Dashboard**: Once your account is active, you'll find yourself on the dashboard. This is where the magic happens!

Step 2: Create Your Product

1. **Go to 'Products'**: You'll find this tab on your dashboard.
2. **Add New Product**: Click on the 'Add New' button.
3. **Product Details**: Fill in your product name, price, and other necessary details. This is also where you'll upload your digital product.

Step 3: Customise Your Storefront

1. **Store Settings**: Navigate to the 'Store' section in the dashboard.
2. **Theme and Design**: Choose a theme and use the drag-and-drop feature to place elements.

Step 4: Generate Leads with a Landing Page

- Create a New Page: Go to the 'Pages' tab and click on 'Create New'.
- Design & Content: Make it captivating! Add text, images, and an opt-in form for lead capture.
- CTA Button: A must-have! Make sure it stands out.

CREATING AN ONLINE STORE WITH STAN STORE

Step 5: Implement Email Capture

1. **Opt-in Form**: Place an opt-in form on your landing page.
2. **Lead Magnet**: Sweeten the deal by offering something valuable for free, like a guide or a discount code.
3. **Email Integration**: Stan.Store allows you to integrate with popular email services if you wish. Set this up to collect those emails. I use Mailchimp.

Step 6: Email Sequencing

1. **Automated Campaigns**: Create automated email campaigns to nurture your leads.
2. **Content Planning**: Plan a sequence of emails that offer value, build trust, and subtly introduce your product.
3. **Trigger Setup**: Set triggers like 'new subscription' to kick off the email sequence.

Step 7: Payment and Checkout

1. **Payment Gateways**: Configure payment gateways easily like Stripe or PayPal under the 'Payments' tab. (Some useful links for creating a Stripe account - WATCH THIS)
2. **Checkout Page**: Ensure it's streamlined for ease of use.
3. **Security**: Double-check all security protocols.

Step 8: Upsells and Cross-Sells

1. **Add Additional Offers**: Use the 'Upsell' feature in Stan.Store to add related products.
2. **Cross-Sell Strategy**: Implement this to introduce additional, complementary items at the checkout.

Step 9: Analytics and Optimisation

1. **Track Metrics**: Use Stan.Store's analytics to track metrics like visitor count, conversion rate, and more.
2. **Test and Tweak**: Use A/B testing to optimise your sales funnel.
3. **Updates**: Keep your product and content updated based on analytics and customer feedback.

EXPLORING ALTERNATIVE PLATFORMS

I personally chose Stan Store to be linked to my social media channels because of it's simplicity and Etsy also, because it's already has a built in audience.

But of course there are lots of different options, and we'll explore various platforms that cater to digital product entrepreneurs like yourself.

Each platform offers unique features, pricing structures, and user experiences, so it's essential to make an informed decision based on your specific needs and goals.

Of course you can just run with one, like a Stan Store, and keep it simple, but I ant you to know the other options if you wanted to explore.

Systeme.io:

Here's your guide on using System.IO to create a sales funnel and set up email campaigns for your digital product business. In this guide, we will walk through the steps to leverage System.IO's features and functionalities to drive sales and engage with your audience effectively.

Let's get started!

Section 1: Getting Started with System.IO

1.1 Sign Up and Set Up Your Account:

- Go to the System.IO website and sign up for an account.
- Follow the on-screen instructions to complete the registration process.
- Once registered, log in to your account dashboard.

EXPLORING ALTERNATIVE PLATFORMS

1.2 Familiarize Yourself with the Interface:

- Explore the different sections and features available in the System.IO dashboard.
- Get acquainted with the menu options, settings, and integrations.

Section 2: Creating Your Sales Funnel

2.1 Plan Your Sales Funnel:

- Define your target audience and understand their needs and pain points (steps explained in the previous chapters)
- Decide on the digital product(s) you want to offer and map out your sales funnel accordingly (steps explained in the previous chapters)

2.2 Design Your Funnel Pages:

- Click on "Sales Funnels" in the System.IO dashboard and create a new funnel.
- Design your funnel pages, including the opt-in page, sales page, and thank-you page.
- Use System.IO's drag-and-drop editor to customize the pages with compelling content and visuals.

2.3 Set up Automation:

- Create automation rules based on customer actions, such as purchases, email opens, or link clicks.
- Use automation to trigger follow-up emails, upsells, and personalized offers

Section 3: Testing and Optimization

3.1 Test Your Funnel and Email Campaigns:

- Before launching your sales funnel, test each step and email to ensure everything works correctly.
- Make test purchases and verify that customers receive their digital products seamlessly.

EXPLORING ALTERNATIVE PLATFORMS

3.2 Monitor Funnel Performance:

- Track key metrics such as conversion rates, click-through rates, and sales.
- Analyze customer behavior and identify areas for improvement.

3.3 Optimise Your Funnel and Email Campaigns:

- Based on the data gathered, make data-driven decisions to optimise your sales funnel and email campaigns.
- A/B test different elements like subject lines, call-to-action buttons, and email content to improve performance.

Section 4: Launching Your Sales Funnel

4.1 Go Live with Your Funnel:

- Once you are confident in your sales funnel's performance, it's time to launch it to the public.
- Share your funnel link on your website, social media, and other marketing channels.

4.2 Monitor and Iterate:

- Keep a close eye on your funnel's performance and make adjustments as needed.
- Continuously test and iterate to improve conversion rates and maximise sales.

So all in all by using System.io, you can create a sales funnel and set up effective email campaigns to promote and sell your digital products. You can engage with your audience, drive sales, and grow your business successfully. Remember to monitor performance, gather insights, and optimise your funnel and email campaigns regularly for continued success.

EXPLORING ALTERNATIVE PLATFORMS

Some other platforms that you could check out:

Gumroad:

- Gumroad is a user-friendly platform that allows you to sell digital products directly to your audience.
- It offers a simple setup process, making it ideal for beginners and content creators looking for a hassle-free experience.
- Gumroad's built-in marketing tools enable you to promote your products to your email list and social media followers easily.
- The platform charges a small fee per transaction, ensuring you keep a significant portion of your profits.



Teachable:

- If you're planning to sell online courses or educational content, Teachable might be the perfect fit for you.
- Teachable offers robust course creation and management features, including customisable branding and student engagement tools.
- With a user-friendly interface, you can create and publish courses without any technical expertise.
- Teachable also supports multiple payment gateways, ensuring smooth and secure transactions.

EXPLORING ALTERNATIVE PLATFORMS

Shopify:

- Although primarily known as an e-commerce platform for physical products, Shopify also caters to digital product sellers.
- Shopify's extensive range of themes and customisation options allow you to create a professional and branded storefront.
- With its app ecosystem, you can integrate various tools and plugins to enhance your selling capabilities.
- Shopify's robust inventory management and order processing systems ensure a smooth selling experience.

WooCommerce:

- If you're already running a WordPress website, WooCommerce can be an excellent choice to sell your digital products seamlessly.
- WooCommerce offers a wide range of plugins and extensions, allowing you to customise your online store to your liking.
- The platform supports various file types, making it easy to deliver your digital products to customers after purchase.
- With WooCommerce, you have full control over your website and sales process.





09

SELLING ON ETSY

LET'S DO IT!

SELLING ON ETSY

I'm certain you have heard of Etsy and seen numerous videos on TikTok on how you can generate a passive income selling both physical and digital products on Etsy. I started my Etsy shop in October 2022 and for the first three months I had both POD (print on demand) physical and a couple of digital products. In January 2023 I switched so I only offered digital products, and I did that for several reasons.

1. With POD required me to pay the printing company, Printify, when an order came in but before I had received the money for the order. Meaning that I had to be out of pocket both for the product and the shipping cost.
2. With physical products there are more overhead costs, customer service, returns, risk of shipping delays. This required quite a bit of admin time so not that passive.
3. The profit margin with POD and physical products tends to be around 25-40% and on Etsy customers seems to expect that you have some sort of sale on, which quickly eats into your profit. With digital products, the profit margin is a lot higher.
4. For digital products, the Etsy fees comes to around 25% meaning you can expect a profit margin of almost double the one of physical products.
5. Due to the digital nature of the product and that it's delivered to the customer immediately, there are no refunds or exchanges to deal with. Meaning the admin time was reduced significantly.

There are several creators on TikTok that portraits selling on Etsy as something very simple and that once you have added your product Etsy will to the rest, but this is not really the case. You have to put a lot of time and effort into building your shop, conduct keyword research, and keep up with trending products.

I could easily write a whole guide just for selling on Etsy, so in this chapter I will go over the foundations that will help you setup and start your Etsy shop.

SETTING UP AN ETSY SHOP

So you've got a knack for creating digital products—be it digital art, eBooks, or downloadable planners—and you're eyeing Etsy as your platform of choice. Brilliant! Contrary to the popular notion that Etsy is only a haven for handmade physical goods, it's also a bustling marketplace for digital downloads.

With its expansive user base and reputation for hosting unique, quality items, Etsy provides a golden opportunity to monetise your digital creativity without the fuss of shipping logistics.

Why Etsy for digital products, you ask? Well, the platform offers instant downloads, meaning your customers get immediate access to the product, and you get paid just as quickly. Plus, Etsy's search algorithms are increasingly favourable to digital listings, making it easier than ever to get your digital goods in front of the right audience.

So, are you ready to turn those pixels into profits? Read on, because we're about to embark on a step-by-step journey to set up your very own digital storefront on Etsy. Onward and upward! 🚀

Step 1: Sign Up and Account Setup

1. **Visit Etsy**: Navigate to Etsy's website and click on "Sell on Etsy" at the top right.
2. **Create Account**: If you don't already have an Etsy account, you'll need to create one.
3. **Seller Dashboard**: After signing up, you'll be directed to your Seller Dashboard, your new HQ for all things Etsy.

Step 2: Name Your Shop

1. **Select a Name**: Pick something unique yet relevant to what you're selling.
2. **Check Availability**: Etsy will inform you if your chosen name is available.
3. **Confirm**: Once you've found the perfect name, confirm it.

SETTING UP AN ETSY SHOP

Top Tip for picking your Etsy shop name

1. **1. Reflect Your Niche or Products**: If possible, have a name that gives a hint about what you sell. E.g., "ResumeRadiance" for recruitment-related digital products.
2. **Keep It Memorable and Pronounceable:** Short, sweet, and easy to remember is the golden rule. You don't want people tongue-tied, trying to refer your shop to friends!
3. **Check Availability**: Ensure the name you've fallen in love with is available on Etsy. It's also wise to check domain availability if you ever consider having an independent website in the future.
4. **Avoid Overused Words**: Words like "shop", "boutique", or "designs" are commonly used. Try to think out of the box for a name that stands out.
5. **Seek Feedback**: Sometimes, we're too close to a project to view it objectively. Share your chosen name with friends, family, or even potential customers to gather feedback.
6. **Consider Growth**: Your shop might expand its product range in the future. So, choose a name that won't limit you. For instance, "DigitalDazzle" can encompass more than just "ResumeRave".

Top Tip for branding your Etsy shop

1. **Define Your Brand Essence:** Start with introspection. What do your digital products represent? Professionalism? Creativity? Elegance? This essence will be the heartbeat of your brand.
2. **Choose a Color Palette**: Colors evoke emotions. Decide on a set of colors that not only resonate with your brand essence but also appeal to your target audience.
3. **Design a Logo**: Your logo is the face of your brand. Whether it's minimalist, intricate, or playful, ensure it mirrors what your brand stands for.
4. **Create a Cohesive Look**: From product images to your banner, ensure there's consistency. Cohesive branding makes your shop look professional and trustworthy.
5. **Craft Your Brand Story**: Why did you start? What drives you? Sharing your journey can connect with customers on a personal level. Remember, people love buying from stories, not just stores.

SETTING UP AN ETSY SHOP

Step 3: Stock Your Shop

1. **Add Items**: Go to the "Listings" page and click on "Add a New Item".
2. **Product Info**: Fill in all the relevant information—title, description, price, and more.
3. **Photography**: High-quality images can make or break a sale. Make sure your product photos are eye-catching.

Step 4: Customise Your Shop

1. **Shop Settings**: Navigate to "Settings" to add a banner, profile photo, and your shop's story.
2. **Shop Sections**: Organise your products into sections like "Home Decor," "Jewellery," etc., for easy navigation.
3. **Policies**: Clarify your shipping, return, and exchange policies.

Step 5: Set Up Payment Methods

1. **Payment Settings**: Go to "Your Shop" > "Finances" > "Payment Settings".
2. **Choose Payment Methods**: You can opt for Etsy Payments, which allows for a variety of payment options.
3. **Enter Bank Details**: Provide your bank information for direct deposits.

Step 6: Optimize for Search

- **Keywords**: Use relevant keywords in your product titles and descriptions.
- **Tags**: Add tags to your listings to make them easier to find.
- **Categories**: Make sure your items are listed in the most relevant categories.
- **Listing Images:** Most people forget this part, but when you click on your listing image there is a box that says 'Add alt text to images.' In here you want to copy your keywords as well. Alt text is accessible by screen readers and can also impact your listings' SEO on external search engines

Step 7: Launch and Promote

- **Open Shop**: Once you're ready, click "Open Your Shop".
- **Social Media**: Leverage platforms like Instagram, Pinterest, and Facebook to drive traffic.
- **Etsy Ads**: Consider using Etsy Ads for more visibility.

SETTING UP AN ETSY SHOP

Step 9: Monitor and Analyze

1. **Etsy Analytics**: Keep an eye on your shop's performance with Etsy's built-in analytics.
2. **Customer Feedback**: Pay attention to reviews and messages for insights into what you're doing right or could improve.
3. **Optimize**: Continually update and refresh your listings based on performance metrics and customer feedback.

Ta-da! You're now the proud owner of an Etsy shop. Remember, the initial setup is just the beginning. A thriving Etsy business requires ongoing effort in product development, customer service, and marketing. But for now, take a moment to bask in the glory—you've earned it! 🎉



PSA

A day or so after you have setup your shop Etsy might suspend your shop. But DON@T WORRY - they do this with all new shops while they are verifying your personal information. This usually takes a few days or up to a week. Use this time to prepare your products, listing photos, descriptions, and keywords.

WHY ETSY IS WORTH IT

I absolutely love Etsy, and my shop as been absolutely life changing. Here are the top reasons why I think Etsy is worth it and why you should consider adding this stream of passive income too!

Built-In Audience: One of the most compelling advantages of selling on Etsy is the access to a ready-made audience. The platform boasts millions of visitors each month who are there expressly to find unique, handmade, or vintage items. This substantially lessens the need for heavy marketing investment to attract initial eyeballs to your products.

Ease of Use: Etsy is known for its user-friendly interface, both from a buyer's and seller's perspective. It takes mere minutes to set up your shop, list your products, and start selling. This means you can focus more on creating beautiful items and less on the technicalities of maintaining an online storefront.

Low Startup Costs: Unlike traditional retail, Etsy allows you to start your business with minimal upfront investment. Listing fees are relatively low, and you don't need to spend money on building and hosting a website. This makes it easier for anyone to begin their entrepreneurial journey, especially Stay-At-Home-Moms looking to earn a sustainable income without leaving their homes.

Potential for High Earnings Without Promotional Effort: Etsy's marketplace nature gives you the opportunity to make substantial profits even without investing much in promotion or social media marketing. The platform's internal search engine and categorization often do a good portion of the marketing for you. As a result, there are numerous success stories of Etsy sellers who have earned thousands, sometimes even without active promotion of their shop.

MY ETSY STRATEGY PROCESS

Step 1: Decide Which to Sell

Now, this is where your creativity and market research collide! Here are some questions to guide your decision:

1. **Skill Level**: Are you better at creating a basic design that users can customize, or do you excel at crafting finished, detailed pieces?
2. **Customer Base**: Do your customers love getting crafty and personalising things, or do they prefer ready-made solutions?
3. **Maintenance**: Templates may require updates if software (like Canva) makes changes. Downloads might be more "create once, sell forever" kind of products.
4. **Pricing**: Typically, templates can be priced a bit lower as customers do the final customisation, while downloads might fetch a higher price since they're complete products.

Step 2: Picking Your Niche

1. Research and Passion:
Begin with what you're passionate about. Then, dive into Etsy (and other platforms) to see if there's a market for it. Remember, it's easier to create and sell something you genuinely love!

2. Trendspotting:
Use tools like Etsy's Trending Items or Google Trends. You want a niche that's hot, but not so scorching it's oversaturated.

3. Customer Needs:
What are customers looking for? Are there repeated requests or gaps in the market? For instance, if you notice a demand for boho-chic presentation templates and no one is offering them, bingo!

MY ETSY STRATEGY PROCESS

Step 3: Is Your Niche Profitable?

1. Price Point Analysis:
Scour Etsy to see the average price of products in your chosen niche. This will give you a ballpark figure to work with. Remember, your product's value, uniqueness, and quality can justify a higher price.

2. Costing:
Consider any costs you might have – be it tools, software, or promotional expenses. You want to ensure that the price of your product will cover these costs and still leave room for a lovely profit.

3. Test and Iterate:
Consider releasing a "beta" version of your product at a discounted rate for feedback. It's like a dress rehearsal for your product's grand debut.

Step 4: Standing Out in the Competition

1. Unique Selling Proposition (USP):
Identify what makes your digital product different and better. Make sure it's unique from others and has your own branding to ensure it stands out from the rest. Maybe it's your design style, or perhaps your templates are ultra-customisable.

2**. Stellar Presentation**:
Your product photos and descriptions should be top-notch. Remember, on Etsy, your listing image is your storefront window.

3**. Collect and Showcase Reviews**:
Encourage satisfied customers to leave positive reviews. Think of these as your digital word-of-mouth.

4**. Continuous Learning**:
Stay updated with design trends, software updates, and customer preferences. Attending webinars or short courses can give you an edge.

MY ETSY STRATEGY PROCESS

Step 5: Diversify Within Your Niche

Here is an example of how you can have different products within the same niche. Let's say your niche is **Recruiting**: Imagine your shop as a one-stop-shop for all things recruiting!

- **Resumes**: Different templates catering to various fields or experience levels.
- **Resume Covers**: Jazz up applications with sleek and eye-catching covers.
- **Job Application Tracker**: Everyone's applying, but who's keeping track? Offer a stylish solution.
- **Recruitment Tracker**: For the employers' side, make the talent hunt organised and aesthetic!

This same principle applies to other niches. Essentially, think of all the possible pain points or needs someone in that niche might have and create a product to address it.

Step 6: Quantity and Consistency Matter

1. Start Strong with 10:
Launching your Etsy store with 10 products gives it a wholesome, well-stocked look. It tells customers, "Hey, I've got variety and I'm here to serve your every need!" This will help you rank higher in the search!

2. Keep the Momentum:
Regularly adding products keeps your store fresh and engaging. Whether it's monthly or quarterly, it signals to customers that you're active and evolving.

MY ETSY STRATEGY PROCESS

Step 7: Leverage Etsy's Algorithm

True fact: More listings can boost your visibility in Etsy search results.

- **Expand Your Listings**: Aim to gradually increase your product listings. This not only offers variety to customers but also improves your store's search rankings.

- **Refresh & Repurpose**: If a particular product is a hit, think of ways to give it a little makeover and relist it. A new background image, a slight tweak in the description, and voilà! It's like upcycling in the digital world. This tactic might not suit every niche, but when it does, it's like striking gold...twice!

- Self Audit: After you have posted a new listing - love it, and leave it be! Give the algorithm 30 days to push it through the motion. After this period, make it a habit to analyse and review your keywords, statistics for organic traffic, and conduct a mini self audit of your shop. This will help you keep your listings up to date and catch on early on any new keyword trends.



KEYWORD & SEO TOOLS

Using relevant and trending keywords that have a high search volume and low competition is crucial for your Etsy shop's success. But finding these keywords is not easy without using a keyword and SEO tool. There are numerous tools out there, so I have listed my favorites below.

My absolute favorite is Everbee. My shop would not alive or be where it is today without Everbee. Everbee is a chrome extension that provides insight on number of monthly searches, competitor insight (like estimated monthly sales, shop age, number of reviews, visibility score, tags). This helps you to see which products are performing and which ones to study more to find things you can improve upon. **Click here if you want to try out Everbee.**

In addition to Everbee, I also use ERank and Marmalead to conduct keyword research to find keywords which high search and engagement volumes and low competition. This will allow you to get ideas for new products and new keywords to use in your existing listings and new ones. Once I find a keyword in ERank and Marmalead that looks promising, I head over to Etsy and type it into the search bar. Everbee will then show how many monthly searches that keyword gets. I then go through the first page of listings that comes up under that keyword, and keep an eye out for the 'best seller' or 'popular now' badges as that indicated that the products are selling right now. Then I go ahead and use the 'Product Analytics' to look at the estimated monthly sales and revenue of those products, the shop ages and number of reviews. This help me determine if newer listings are selling and if it's worth targeting that product and/or keyword.

From a price point, ERank is much cheaper but the basic plan comes with a limit so you can only do 25 searches per day. However, this is more than enough and I'm still using the basic plan for my shop.

Marmalead is more expensive, their 'basic' plan is around $19 per month, but it does offer other tools that ERank doesn't. It's 'storm search' allows you to type in a very broad keyword, like digital planner, and Marmalead will populate a long list of related keywords and show the search volume, engagement volume, and competition levels.

I would recommend that you sign up for the trial period for both ERank and Marmalead to try them both out and see which one you prefer.



10

CREATING YOUR SOCIAL MEDIA

LET'S DO IT!

CREATING YOUR INSTAGRAM

Instagram is a great social media platform to create and sell digital products! Instagram Reels are currently trending right now as a way of capturing your audience's attention.

STEP 1: Market Research

Start by clearly defining your ideal client avatar (ICA) and the specific problem you solve for them.

Next, study those already successful in your market. **Emulate and model what works instead of reinventing the wheel.**

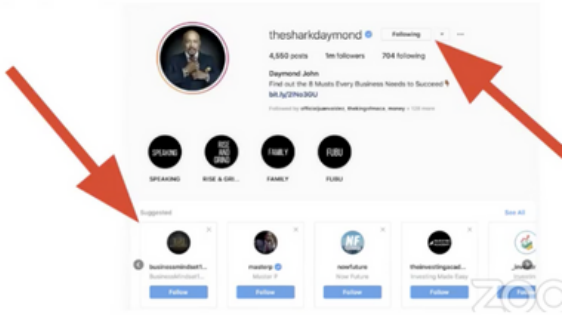
Conduct market research by:

- Analysing competitors' hooks, calls to action (CTAs), and stories. What captivates their audience?
- Noting what and when they post on social media. Find patterns in their content strategy.

Learn from those ahead of you. Dig into their messaging, offers, and content that resonates.

Strategically model their success before putting your own spin on things.

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!



Note: When you follow accounts, IG will suggest similar accounts for you to follow too.

CREATING YOUR INSTAGRAM

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.

STEP 2: Priming Your Profile and bio

it's time to create an eye-catching, clear bio.

1. Your profile picture

- Show your FACE and be warm and engaging
- Make sure you have a semi-professional or casual photo that gives off a good vibe
- Your photo should be bright and show your personality

e. It can be handy to remove the background from your photo and use a solid background to make your photo 'pop' off of the page (you can do this easily in Canva)

2. Your Bio

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

Examples: "Mum of 3 + 6-fig biz owner"; "Teacher turned small biz owner"; "SAHM turned digital product entrepreneur"; "Helping Mamas make passive income online"

CREATING YOUR INSTAGRAM

SECOND & THIRD LINE
Your second & third lines can then continue to 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 women quit their 9- to-5s with DFY digital products"; "Helping you build your own passive income biz"

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 "handbook" for free guide"; "DM "DFY" to learn more + get free guide"

You can see this format in action by visiting my Instagram profile (and if you haven't already, shoot me a message to say hi and let me know you're going through the Handbook! I'd love to chat!)

Step 3: Establish Social Proof

a. Insert the number of lives you've transformed. Or other stand-out credibility points.

b. IG is also a search engine. The name slot is best used for what type of business you are, along with your first name (think about what someone would search to find you)

CREATING YOUR INSTAGRAM

Big Promise / "I Help" Statement:

c. 3 - P's:
i. Person
ii. Problem
iii. Promise

d. Make it obvious who you help
e. Include your own unique method/process you use to get your clients results.

Formulas:
1. I help ____ (avatar) to ______ (result) by ______ (method)
2. I help ____ (avatar) to ______ (result) without ______ (objectionss)
3. My clients enjoy _____ (result) by using _______ (your method)
4. I turn _____ to ______ (current situation to the desired situation)

Examples Of "I Help Statements"

- I help entrepreneurs gain energy, without extreme dieting or spending hours in the gym
- I help busy mums balance their hormones so they can feel good and eliminate stress in 30 days
- I help career-driven women regain energy and drive, without cutting out their favourite foods

CTA: Call to Action

a. DM me "READY" to learn more

b. Sell the click with curiosity, not direct "Click below to work with me!"

c. "Click below To Get Started For Free"

d. "100's Of Success Stories "

SCALING YOUR DIGITAL PRODUCTS BUSINESS WITH TIKTOK

If you want to expand your reach past Instagram, then TikTok can also be really beneficial. Think TikTok is just for dance challenges and comedy skits? Think again! With its rapid growth and vast, diverse user base, TikTok offers a fertile ground to market and scale your digital products business. If you're ready to connect with a new audience and give your digital sales a hearty boost, this guide is your roadmap to TikTok success. Let's get started!

TikTok is a social media platform built around short, engaging video content. What sets it apart is its massive Gen Z and Millennial user base and its potent algorithm that can make content go viral more easily. For digital product entrepreneurs, this represents a golden opportunity to showcase your products in a fun, accessible manner and connect with a younger audience.

Step 1: Create a Business Account

1. **Download TikTok**: Available on iOS and Android.
2. **Sign Up**: Use your business email to register.
3. **Switch to Pro Account**: Navigate to settings and switch to a Business account for analytics and ads (this is also where you can request to to have your website added while you're growing followers)

Step 2: Profile Optimisation

1. **Profile Picture**: Use your brand logo or a high-quality image representing your business.
2. **Bio**: Briefly describe your digital products and include a CTA (call-to-action) with a link to your online store.

Step 3: Content Planning

1. **Research Trends**: Look at trending sounds, hashtags, and formats.
2. **Audience Needs**: Create content that solves problems or entertains, relevant to your products.
3. **Content Calendar**: Draft a schedule for consistent posting.

SCALING YOUR DIGITAL PRODUCTS BUSINESS WITH TIKTOK

Step 4: Crafting Engaging Videos

1. **Showcase Products**: Use visually engaging ways to show what your digital products look like or can achieve.
2. **Tutorials**: Create 'How-to' videos to demonstrate the value of your digital products.
3. **User-generated Content**: Encourage satisfied customers to share their own experiences with your products.

Step 5: Utilise Hashtags

1. **Relevant Hashtags**: Use keywords related to your digital product.
2. **Trending Hashtags**: Jump on trending hashtags if they are relevant to your brand.
3. **Brand-Specific Hashtags**: Create a unique hashtag for your brand to build a community around your products.

Step 6: Interact with the Community

1. **Comments**: Respond to comments on your videos to engage the audience.
2. **Collaborate**: Partner with influencers or brands that complement your digital products.
3. **Challenges**: Create or participate in challenges relevant to your industry.

Step 7: Leverage TikTok Ads (if you wish)

1. **Ad Types**: Choose between In-Feed Ads, Branded Hashtag Challenges, or TopView Ads depending on your budget and goals.
2. **Audience Targeting**: Define your target audience by demographics, location, and interests.
3. **Performance Metrics**: Analyse ad performance using TikTok analytics to measure ROI.

SCALING YOUR DIGITAL PRODUCTS BUSINESS WITH TIKTOK

Step 8: Measure and Analyse

1. **TikTok Analytics**: Track metrics like views, engagement, and follower growth.
2. **Audience Insights**: Study your audience's behaviour and preferences.
3. **Adjust Strategy**: Iterate your content and ads based on the analytics and feedback.

Step 9: Scale and Expand

1. **Repurpose Content**: Use successful TikTok videos on other social media platforms.
2. **Cross-Promotion**: Use TikTok to promote flash sales, new releases, and other marketing campaigns.
3. **Community Building**: As you gain followers, focus on nurturing a community around your brand.

TikTok isn't just for Gen Z or trend chasers; it's a viable platform for business growth that can offer a fresh and effective way to market your digital products. Be genuine, be creative, and most of all, don't be afraid to show the fun side of your brand. Because on TikTok, personality sells, and yours could be the next big thing! 💥



USING PINTEREST TO SCALE YOUR DIGITAL PRODUCTS BUSINESS

Pinterest isn't just a place for pretty pictures and aspirational boards; it's a powerhouse for promoting and scaling your digital products business. This is not something you have to do straight away, but may be something you look into in the future to expand your reach.

With its unique, visual-first environment, Pinterest is especially effective for marketing visually appealing or highly useful digital products like printables, design templates, or eBooks. Ready to let your digital gems shine? Let's dive into this step-by-step guide to mastering Pinterest for business growth.

Pinterest is a visually-driven social media platform used by millions to discover new ideas, products, and inspiration. What sets Pinterest apart is its focus on discovery; people come to Pinterest with an intent to find and buy new things. This makes it a prime platform for marketing your digital products, whether you're selling digital art, eBooks, or templates.

Step 1: Create a Business Account

1. **Sign Up**: Navigate to Pinterest's Business page and sign up for a free business account.
2. **Profile Setup**: Add your brand name, website, and a brief description of what you sell.
3. **Claim Website**: Verify your business website with Pinterest to unlock additional features.

Step 2: Optimise Your Profile

1. **Profile Picture**: Use a high-quality logo or brand image.
2. **About Section**: Describe your business and the types of digital products you offer.
3. **Cover Photo**: Opt for a collage of your digital products or use a promotional video.

USING PINTEREST TO SCALE YOUR DIGITAL PRODUCTS BUSINESS

Step 3: Create Pins for Your Digital Products

1. **High-Quality Images**: Use eye-catching images that reflect your digital product.
2. **Pin Titles and Descriptions**: Utilize keywords related to your product niche.
3. **Add Links**: Direct the pins to the product page where the item can be purchased.

Step 4: Leverage Rich Pins

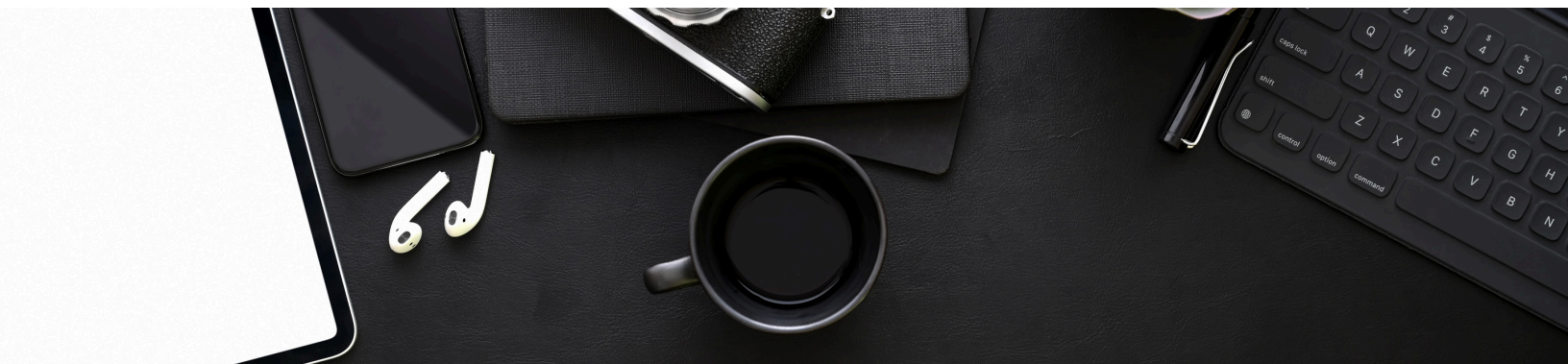
1. **Apply for Rich Pins**: This feature allows you to add extra details to your pins.
2. **Product Pins**: Use these to display real-time pricing and availability.
3. **Article Pins**: If you offer digital content like eBooks, these pins can include author and story headlines.

Step 5: Use Pinterest Analytics

1. **Check Metrics**: Keep an eye on impressions, click-throughs, and repins.
2. **Top Performing Pins**: Identify these and consider promoting them through paid advertising.
3. **Adjust Strategy**: Make data-informed adjustments to your pinning strategy.

Step 6: Engage with the Pinterest Community

1. **Join Group Boards**: Find and contribute to group boards related to your industry.
2. **Comment and Re-pin**: Interact with other users' pins to increase your profile visibility.
3. **Follow Relevant Accounts**: This can inspire you and may lead to mutual promotion.





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THE LEGAL STUFF

LET'S DO IT!

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 or Master Resell Rights to your Terms & Conditions, you do NOT need to rush to complete these steps 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.

Depending on your location you will need to ensure you comply with the individual Tax and Regulatory Requirements. You will want to familiar yourself with federal, state, and local tax obligations, including tax filing requirements and sales tax obligations. Requirements will vary depending on your location.

I am not a legal expert by any means so always seek advice by one as needed on your own individual circumstances. Especially when it comes time to file your taxes, I recommend reaching out to an accountant to make sure you're in full compliance and filing correctly.

FILING YOUR LLC (IF YOU'RE IN THE U.S)

However, here is some information and the steps for setting up your business as a Limited Liability Company (LLC).

Step One: Choose a name for your LLC. This can be your name (i.e. First Name Last Name Digital Products LLC) or something that represents your brand (i.e. Digital Product Freedom LLC). You can use THIS LINK to check if a name is already taken.

Step Two: File your LLC. You will want to do a Google search with "Register LLC with [Insert Your State Here]

LEGAL STUFF

Secretary of State" and then follow the prompts on the official site for registering your LLC. There usually will be a fee for this that varies by state (but this does count as a tax write-off!)

Step Three: Obtain an Employer Identification Number (EIN). Your EIN is a unique nine-digit number used for tax purposes. You can apply for an EIN with the Internal Revenue Service (IRS). Be sure you use THIS LINK to apply directly on the IRS website (this should not cost you any money!) instead of using a third party website that might try to charge you for it.

Step Four: **Comply with Tax and Regulatory Requirements.** You will want to familiar yourself with federal, state, and local tax obligations for LLCs, including tax filing requirements and sales tax obligations. Requirements will vary state to state. Especially when it comes time to file your taxes, I recommend reaching out to an accountant to make sure you're in full compliance and filing correctly.

Step Five: Consider Opening a Business Bank Account. Once you have your LLC and EIN, you may want to look into opening up a business bank account. It is always a smart idea to separate your personal and business finances!

Of course, there are also other legal things you can look into, such as copywriting any materials you created that you DO want to protect. But for now, this at least covers the most important bases!

REGISTERING AS A SOLE TRADER IN THE UK

if you are based in the UK then you can start off with registering as a sole trader on the Government website. It is free to apply and you will receive your UTR number within a few days. This is the number you would provide to TikTok when registering for a business account. As once your business has been verified by TikTok you can add a link in bio even without a 1,000 followers.



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MARKETING YOUR DIGITAL PRODUCT

LET'S DO IT!

MARKETING ON INSTAGRAM

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 examples/ideas of things you can share with your target audience through Reels:

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

MARKETING ON INSTAGRAM

One thing to remember is - keep it simple! There's no need to over-explain or over-complicate what you're offering.

Your authenticity is also one of your most powerful assets! No one else is like you, with your unique story, experiences, personality, and quirks. Allowing your audience to get to know the real you is what builds a strong connection between you and your viewers. This is how trust is established, which is crucial for converting viewers into customers. When creating content, let your personality shine! When you genuinely connect with your audience you naturally create more impact & income!

Another thing to remember is also that you can always recycle content over time. 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 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.
- Saving ideas for Reels while scrolling through Reels inside the Instagram 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 utilise! 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.

MARKETING ON INSTAGRAM

BUILDING CONNECTION

One of the best parts of using Instagram 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.

We've touched on building connection with your Reels, 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!

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?

MARKETING ON INSTAGRAM

By the way, I'm a huge fan of automation wherever I can, including with DMs! I use **ManyChat** to automatically send out my links and follow-up DMs whenever people message me with the keyword in my call-to-actions. Once you get your biz up and running, this is one tool worth checking out and experimenting with!

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 utilising 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!

YOUR CALL-TO-ACTION

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

My favourite 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.

The key with any high quality freebie is giving them valuable information that helps create trust, as well as giving them a taste of what you can offer them with your paid product.

Here are some tips for creating freebie digital products:

- Provide real value - The freebie should deliver meaningful value, not just be a gimmicky giveaway. Offer actionable advice. Be genuinely helpful.
- Solve a pressing problem - Focus on helping with an urgent pain point your audience has.
- Partial sample content - Give a preview of your paid product's full training.
- Case studies and examples - Demonstrate your expertise and past success.
- Action steps and exercises - Include activities to engage readers to implement advice.
- Limited scope - Cover a narrow slice of a larger topic to hook interest for the full product.
- Call to action - Direct them to purchase the complete product to gain more.
- Branding and links - Subtly showcase your brand, website, offers in the freebie design.
- Lead capture - Collect reader emails in exchange for the free download



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EMAIL MARKETING

LET'S DO IT!

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

Just for professionalism and privacy, I do recommend using a business email (NOT to be confused with a personal email or just a Gmail account). Otherwise email recipients will be able to see your personal email address when they are viewing the emails you send them.

I actually love using the email flows in my Stan.Store. More on this in the coming pages!



SELLING WITH EMAIL

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.

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]



SELLING WITH EMAILS

SETTING UP YOUR CONFIRMATION EMAILS

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 the success you create 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!



SELLING WITH EMAILS

SETTING UP YOUR EMAIL FLOW

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.

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!)

SELLING WITH EMAILS

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]

Subject: Five steps to starting a digital product biz

Hi [Customer Name],

Do you want to know what I love about Ready to sell, 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 such as MLMs and affiliate marketing that are already meeting this need, there are none that offer quite as much ownership, or freedom from attachment to another brand, as DFY.

SELLING WITH EMAILS

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.

SELLING WITH EMAILS

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 created 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 more money in the hands of more women makes for a better world! And because I believe deep in my heart that there is more than enough to go around.

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].

[Your Name]

SELLING WITH EMAILS

Subject: You are closer to making money than you realise

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 Mum...

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!

SELLING WITH EMAILS

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

Hi [Customer Name],

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

[Your Name]

SELLING WITH EMAILS

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 £37 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!



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TIME TO LAUNCH

LET'S DO IT!

TIME TO LAUNCH!

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

Once you've confirmed that your products, your San.Store (or whichever you've chosen), your email flows, and your Instagram are all functioning and set up correctly, you will want to officially launch your product and start promoting it.

Effective tips for an effective digital product launch strategy:

- Start building your audience and list before you even have a product.
- Many make the mistake of waiting until their product is ready for launch before working on their audience. This is problematic because now you have to do the heavy lifting of building an audience at the same time you're trying to make sales.
- Instead, begin building your email subscriber list, social media following and community months or even years in advance. Provide value by sharing free content, building relationships and establishing yourself as an authority.
- This way, when launch day finally comes, you already have an engaged audience eagerly awaiting your new product. You've built trust and credibility over time so they are more likely to purchase.
- With a pre-built audience, your launch is much easier and more profitable. You can immediately tap into these potential buyers rather than starting from scratch under time pressure.

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 IG 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!

TIME TO LAUNCH!

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 share 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.

If you're not comfortable sharing straight away with family and friends, then don't. Just do whatever feels most comfortable for you.

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. You don't have to see the whole staircase, you just have to take the first step! And plan to celebrate in some way, *no matter what.*

If you want to take that next step in your making money online journey, then I highly recommend checking out the digital marketing courses with MRR. You can find them by clicking here!

I am so excited for you!

You're amazing!



15

TEMPLATES

LET'S DO IT!

TAKE YOUR SKILLS TO A WHOLE OTHER LEVEL

Add one or two sentences that draws your customer in and makes them want to know more about the product.

Product Title

Sub title



Add a statement here that will resonate with your target audience

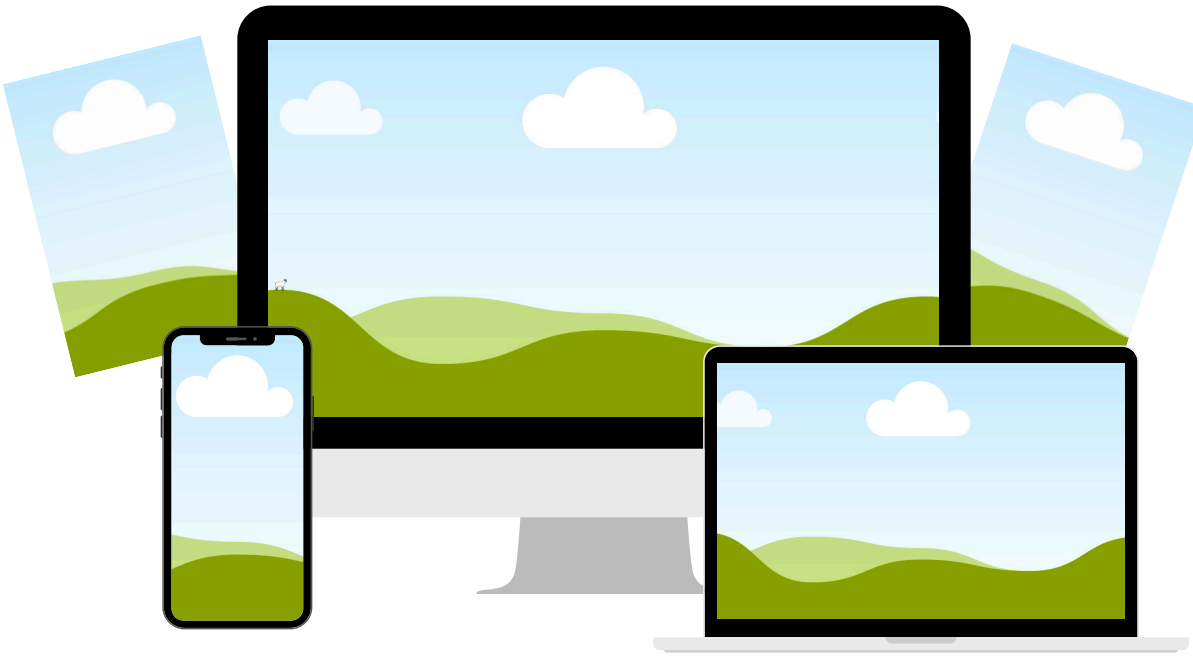
- Add a key benefit here
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WHAT'S INCLUDED IN THE COURSE:

- Highlight the key elements & learning
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CLICK HERE TO GET STARTED

PROMOTION TITLE



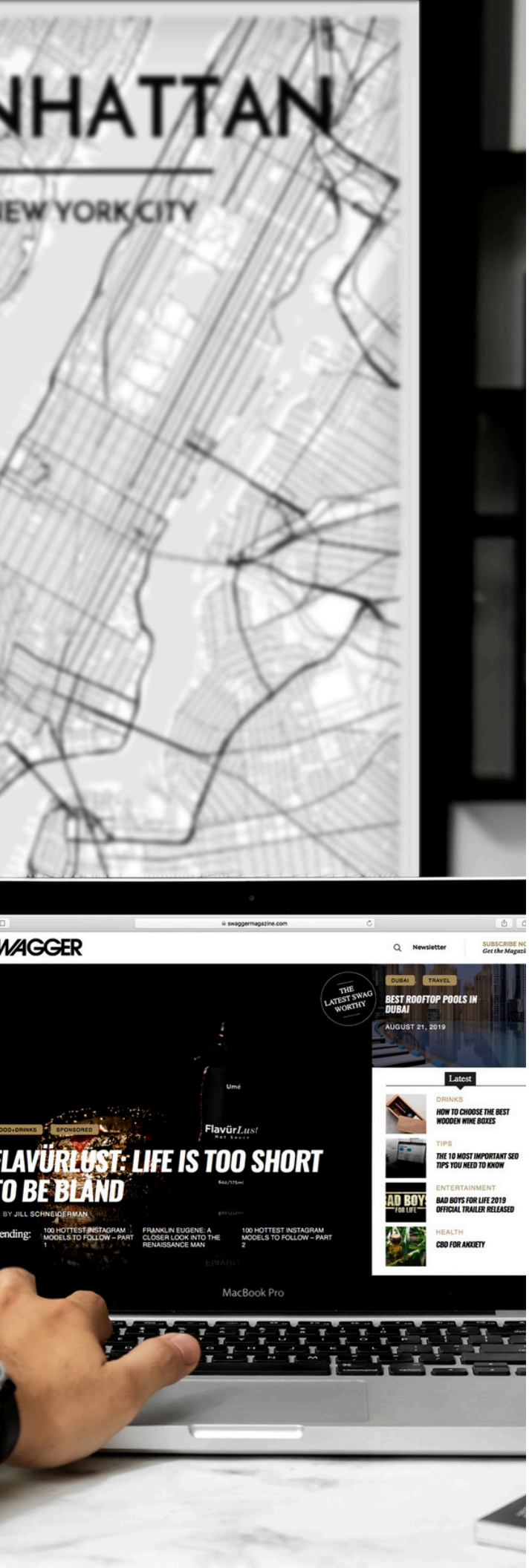
SED UT PERSPICIATIS UNDE OMNIS ISTE NATUS ERROR SIT VOLUPTATEM ACCUSANTIUM DOLOREMQUE

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

READ MORE

hello@website.com.au
0444 444 4444

WWW.WEBSITE.COM



16

BONUS

LET'S DO IT!

HOW TO USE CHATGPT CANVA PLUGIN TO SCALE YOUR DIGITAL PRODUCT BUSINESS

OpenAI is of late adding a few new and valuable ChatGPT plugins that elevate the experience and carry various utilities to the well known AI chatbot.

Canva is the most recent module that has been added to ChatGPT's enormous library of third-party plugins. You can utilise the ChatGPT Canva plugin to to generate social media posts, videos for TikTok, Instagram Reels, templates for websites, posters, and much more. The best part of the ChatGPT and Canva plugin combo is that the picture and video outputs are customisable as well.

So to learn more about the Canva plugin on ChatGPT and how to use it, follow this step-by-step guide.

Note: In order to use the Canva plugin in ChatGPT, you must be subscribed to ChatGPT Plus, which costs $20/ month. Only paid users can install plugins in ChatGPT.

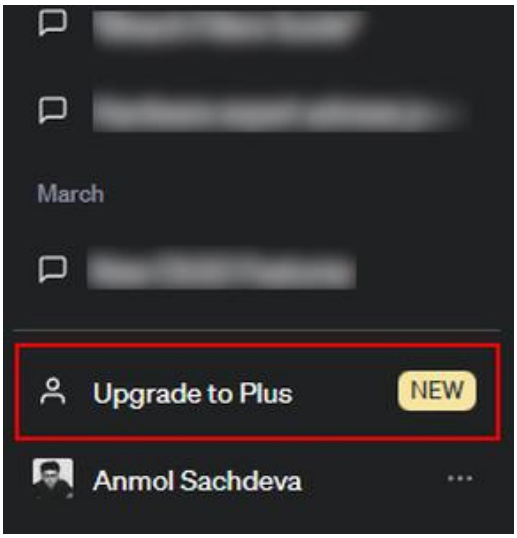
Let’s begin with a step-by-step guide on how to start a Pro Subscription and enabling Plugins...

HOW TO USE CHATGPT CANVA PLUGIN TO SCALE YOUR DIGITAL PRODUCT BUSINESS

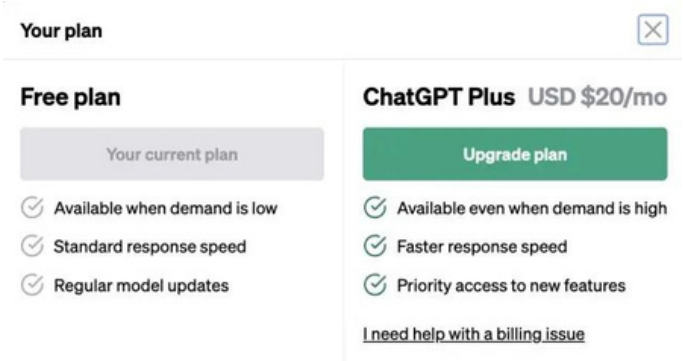
Step 1: Get ChatGPT Plus Subscription

- The first and only thing you should know is that ChatGPT plugins are only available through a ChatGPT Plus subscription. The service costs $20 per month and is available worldwide.

- To get ChatGPT Plus, simply log into your normal ChatGPT account and click on “Upgrade to Plus” to begin.



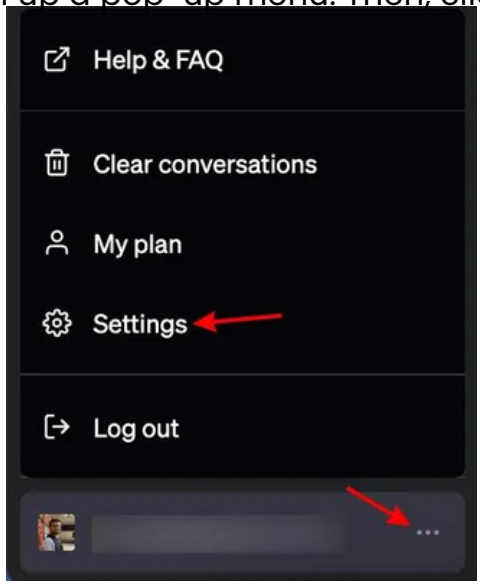
- Once done, click on “Upgrade plan” and complete the payment to subscribe to ChatGPT Plus.



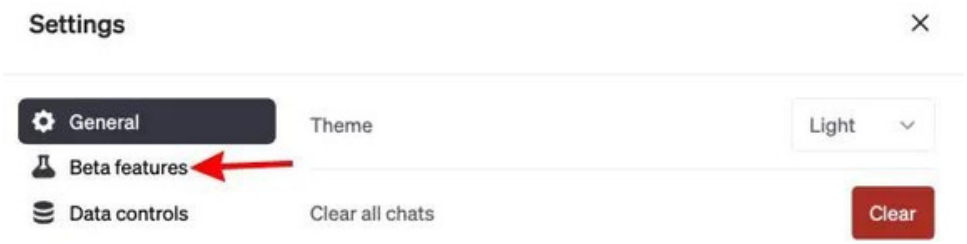
HOW TO USE CHATGPT CANVA PLUGIN TO SCALE YOUR DIGITAL PRODUCT BUSINESS

Step 2: Enable Plugins in Beta Features

Once you get the ChatGPT Plus subscription, click the ellipsis icon (three dots) at the bottom left to open up a pop-up menu. Then, click on “Settings.”



- In the settings menu, move to the “Beta Features” tab in the left sidebar.



- Finally, toggle on the “Plugins” feature to enable it.

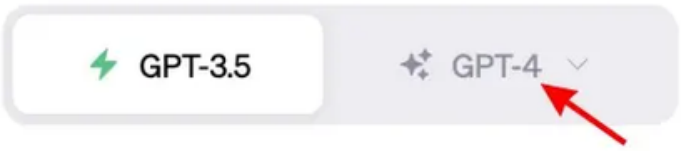


HOW TO USE CHATGPT CANVA PLUGIN TO SCALE YOUR DIGITAL PRODUCT BUSINESS

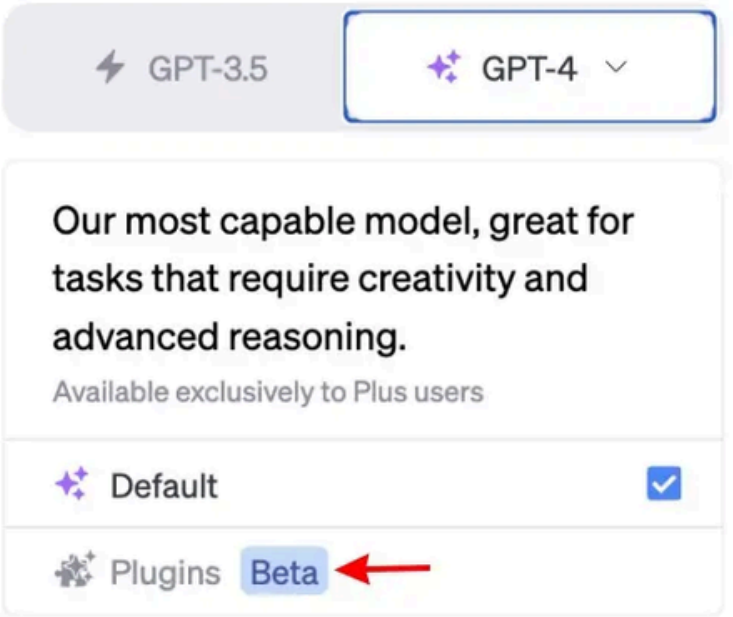
Step 3: Access ChatGPT Plugins with GPT-4

With the setting now enabled, let's begin using plugins with the AI chatbot. Follow the steps below to do so:

- On the main chat screen, click on or hover over the GPT-4 model option.



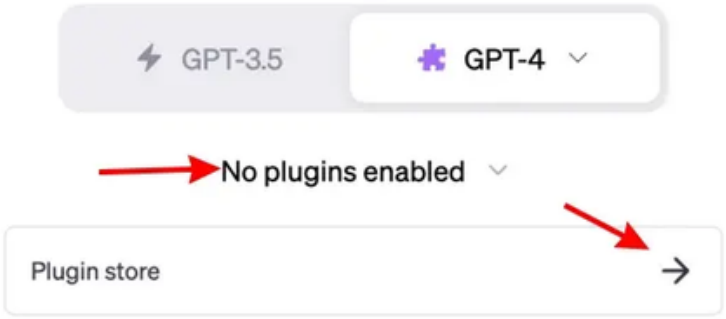
- From the list that appears, click on "Plugins" to switch away from the default setting.



HOW TO USE CHATGPT CANVA PLUGIN TO SCALE YOUR DIGITAL PRODUCT BUSINESS

Step 4: Install ChatGPT Plugins from the Store

- You will now see an option called “No plugins enabled” here. Click it to expand the menu. On that, click on “Plugin Store” to see a collection of plugins.

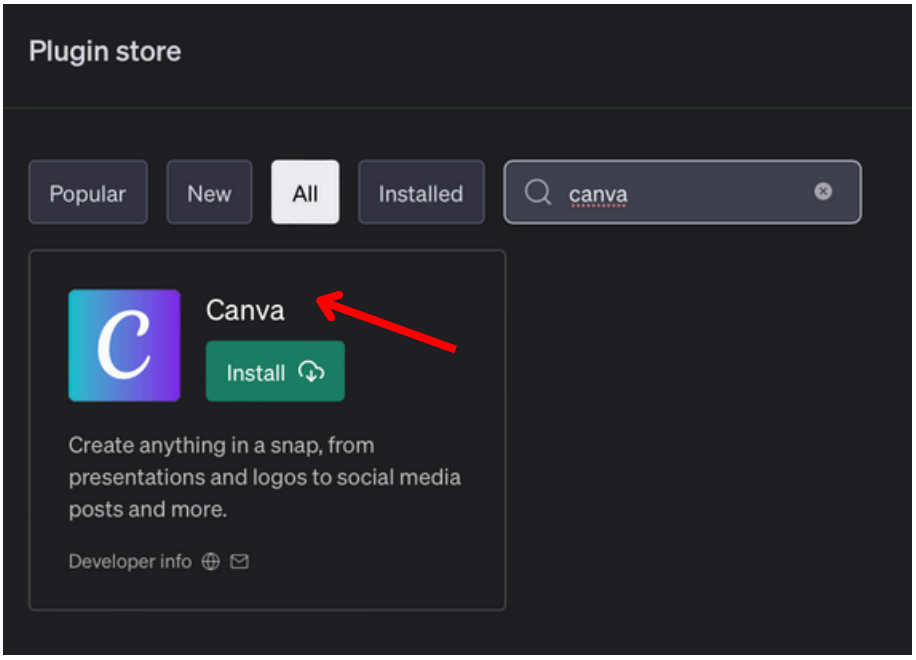


- OpenAI will then show a disclaimer about ChatGPT plugins. Simply click “OK” to proceed.

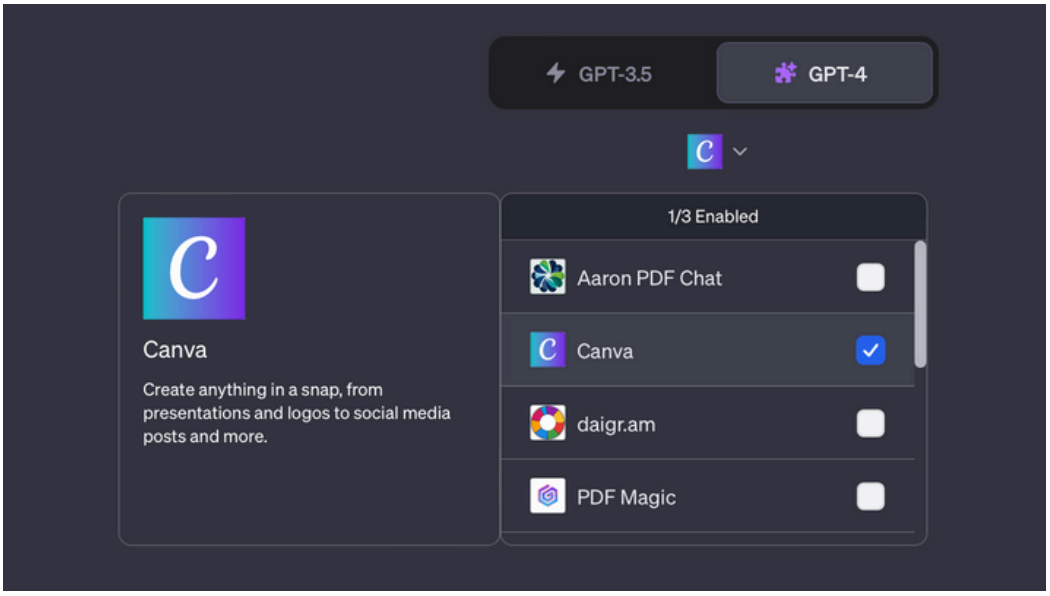


HOW TO USE CHATGPT CANVA PLUGIN TO SCALE YOUR DIGITAL PRODUCT BUSINESS

- You will see an entire store with different plugins to choose from. Once sure of which ChatGPT Plugin you want, click on the “Install” button next to it.



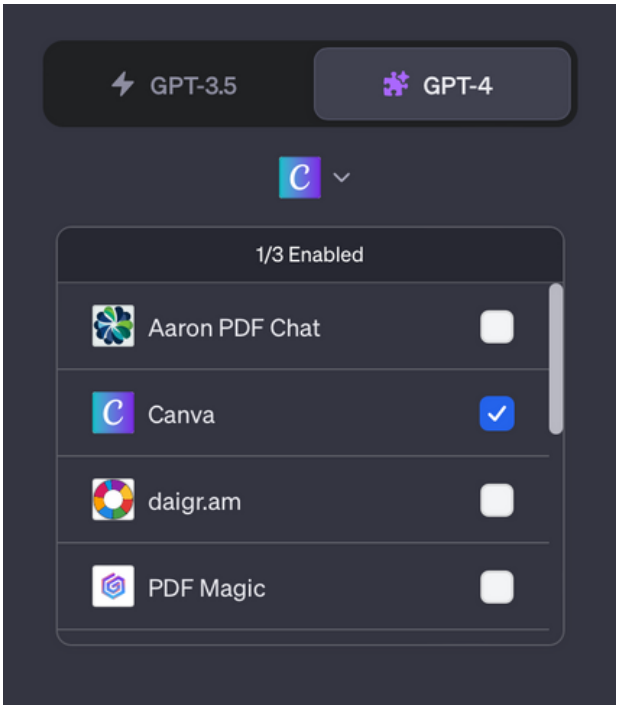
- The plugin should install within just a few seconds, and you will see the same in the dropdown menu we mentioned above.



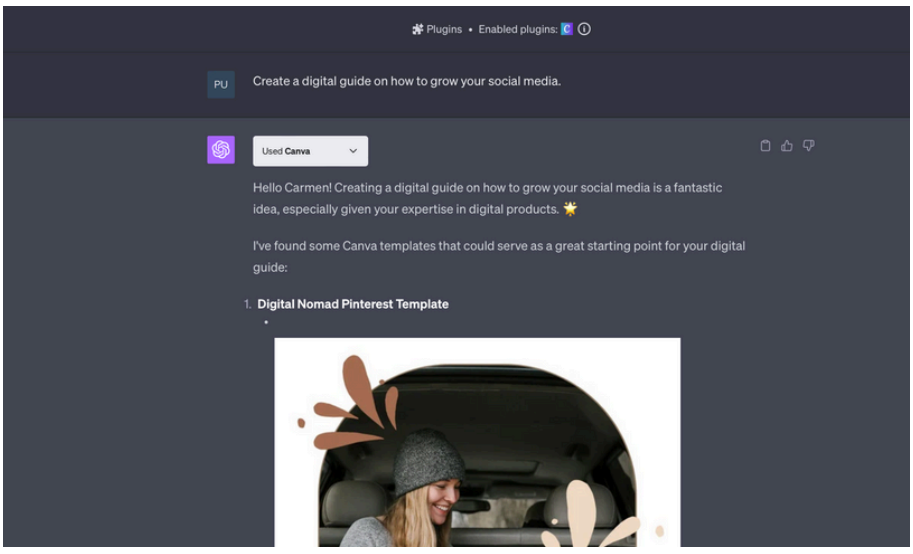
HOW TO USE CHATGPT CANVA PLUGIN TO SCALE YOUR DIGITAL PRODUCT BUSINESS

How to Use ChatGPT Canva Plugin to Up Your

- Once installed, make sure the “Canva” plugin is enabled via the drop-down menu.



- Now, go ahead and enter the prompt for the type product you want to create. For starters, we asked ChatGPT to *create a digital guide on how to grow your social media.* Here are the results...



HOW TO USE CHATGPT CANVA PLUGIN TO SCALE YOUR DIGITAL PRODUCT BUSINESS



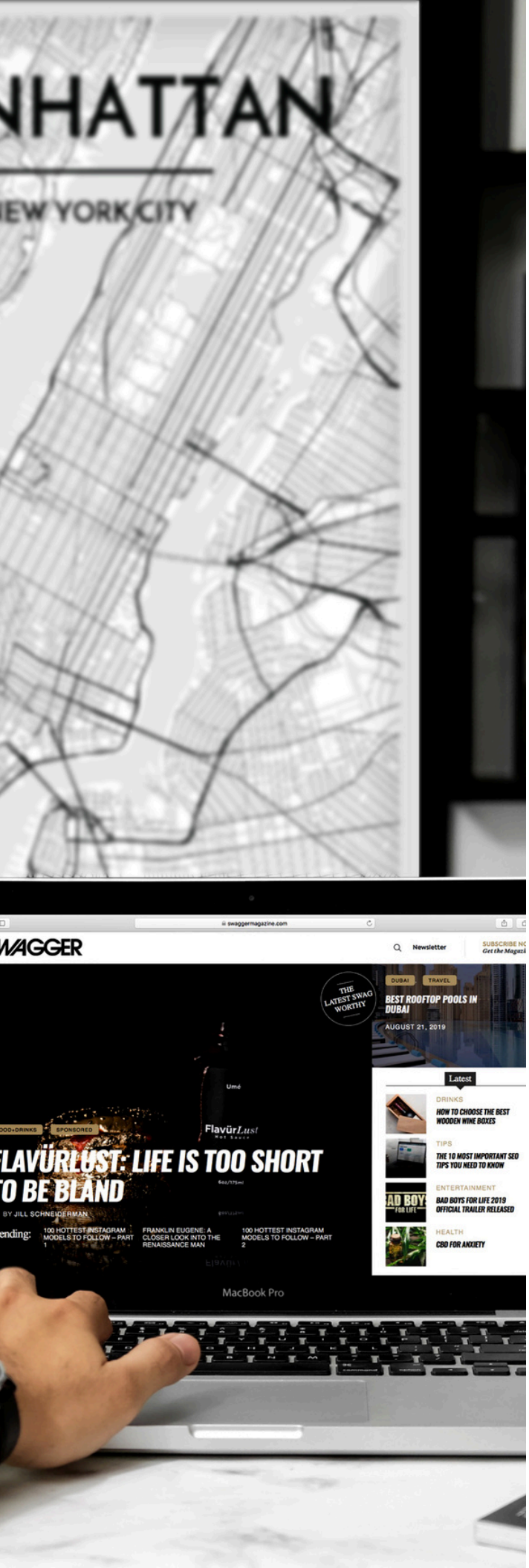


- You can also click on the link in ChatGPT's reply and customize the design to your liking on Canva, without even signing in.

You can do this with Reels, videos, Instagram posts, and more. So overall, if you are looking to build an automated Instagram with standout content, you can use the Canva plugin in ChatGPT to bring your ideas to life within minutes. It's effortless and requires minimal input from the user.

PROMPTS FOR YOU TO USE WITH THE CHATGPT CANVA PLUGIN

- *"I am a digital products expert. Create a digital guide that teaches how to make passive income creating digtal products."*
- *"Create an ebook with 30 digital products you can create using Canva and ChatGPT."*
- *"I am a digital product expert. Generate 15 Reel ideas teaching people how to make passive income creating digital products. Keep it to one slide only with a catchy message and add a caption that goes into detail. Do you understand this task?"*
- *"Create four different email subject lines to promote our new course on the topic of [INSERT TOPIC]."*
- *"Develop three ideas for content to include in an email drip campaign for new customers."*
- *"Create five pieces of compelling copy that will encourage customers to sign up for our email list."*
- *Generate five ideas for YouTube videos around the topic of [INSERT TOPIC].*
- *"Develop a sales funnel for a new digital course. Include emails, ads, and landing pages that will convert leads into paying customers."*
- *"Write an email to thank customers for purchasing your digital product during the holiday season."*
- *"Write an Instagram ad promoting a new line of cosmetics, highlighting the natural ingredients and long-lasting wear."*
- *"Build an email funnel for the [INSERT INDUSTRY] industry that will nurture and convert leads into paying customers."*
- *"Create a series of automated emails that will inform customers about new products or services and encourage them to purchase."*



17

BONUS - HOW TO CREATE YOUR OWN DIGITAL PROCUT

LET'S DO IT!

DESIGNING YOUR DIGITAL PRODUCT

Creating your own digital product doesn't have to be as daunting or complex as it might seem! You don't have to start with a complex website template or a 200 page planner - start with something simpler and something you think you would really enjoy creating while keeping your target audience's interest and desires in mind. An eBook is a great digital product to start with, it's simple to create and it allows you to offer a lot of value to your customer! Here are some helpful tips on how to create your first eBook and digital product:

PART ONE

Find an **eBook or Document template on Canva** that you like.
Keep in mind that you will need to change the template enough so that it's your own, to do that you could:

- Change the colour scheme (use your branding colours!)
- Change the fonts and existing text
- Don't be afraid to move things around, such as pictures and elements
- Add your own photos and elements - have fun with it!

PART TWO

Put your Canva template aside for now, and move on to actually deciding what's going to go onto your pages! Here is my 'skeleton' and checklist I use when creating an eBook, lets use this guide as an example.

Step 1: decide what the topic of your eBook will be, for example a step-by-step guide to heal your relationship with food.

Step 2: Start writing out the sections/topics that you want to cover.

Step 3: For each section, add bullet points of what should go into that section. This ensures each chapter has a nice flow and you don't miss anything! This will also allow you to decide the chapter order and see how each chapter connects to the next one.

DESIGNING YOUR DIGITAL PRODUCT

Step 4: Start turning those bullet points into paragraphs. You can do this in a Google Docs or straight in your eBook. I tend to write directly in the eBook as I'm then able to see how the pages looks and the balance between texts and photos for each page.

You can use ChatGPT for this but would highly recommend to review and edit it so that it sounds like you, adds your unique insights and knowledge, and allows for your personality to shine through. Top tip - try to keep the paragraphs short (so not a full page paragraph!) to ensure your guide is easy to read.

Money making tip! You can also add any hyperlinks and affiliate links! into your guide which increases the potential revenue from your digital product. These hyperlinks can be links guiding the reader to a related product, like a meal planner, and now you are driving even more traffic to your other products. When you download your product as a PDF from Canva, your links WILL still be clickable.

Step 5: Once you have finished writing your eBook now it's time to fill the gaps (which is so satisfying!). The easiest way to add pictures into your eBook is to use the frame element. You can find that by clicking on Elements in the left hand menu and scroll down to 'frames' and select the first square one. Add this frame to the gaps in your pages, for example if a page finishes halfway through the page then add a frame to the bottom half to fill up that blank space.

Step 6: Use the elements section to search for images related to the topic of your eBook. Then click on photos (I tend to filter it on free images so that my customer doesn't need to have CanvaPro to see the pictures!). As you have added the frames you simply drag and drop the photos into the frames.

Step 7: Now your eBook should be looking almost done! If your eBook is more than 10 pages I highly recommend adding a table of content at the front to make it easier for the reader to navigate. You can hyperlink each line in the table of content to the respective page using the 'link' function.

DESIGNING YOUR DIGITAL PRODUCT

Step 8: This is arguably the most important step. Download your eBook as a PDF and then PROOF READ IT! Check so that your sentences makes sens and are easy to read, that there are no spelling mistakes, and that the eBook looks the way you want it to.

Step 9: Once you have proof read your eBook, go back into Canva and make any tweaks and changes that you want.

Step 10: Your eBook is complete! Now it's time to decide which format you want to sell it in.

- **Option 1:** You can either sell it as a PDF and your customer won't be able to edit it or make any changes.
- **Option 2:** Or you can sell it as an editable template so that your customer can edit it if they want. To sell it as an editable template follow these steps:
    - Click on the share button
    - Scroll down in the drop down menu and select 'more'
    - Click on TEMPLATE link (very important) and then generate template link
    - Copy that link into a new design which will be the PDF your customer receives. I tend to add a thank you message and also outline what can and cannot be done with the product.
    - Save that confirmation design as a PDF.

The reason why it's so important to use the template link rather than just the share link is that once your customer clicks the button/link in your confirmation PDF they will be redirected to create a copy of your design. This ensures that your original design is secure and won't be affected by their changes.

Step 11: Now it's time to add your eBook to your store, add an attention grabbing listing description and photos, set the price and...

Then, ta-da! You've created your very own digital product!


Truly
Grateful
for you.
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