

For Beginners
DIGITAL
MARKETING
HANDBOOK

DONE FOR YOU WITH RESELL RIGHTS



INDEPENDENT WOMAN
SOCIETY

@INDEPENDENTWOMANSOCIETY

STEP BY STEP



"A STEP-BY-STEP PROCESS TO
HAVING YOUR VERY OWN
DFY (DONE FOR YOU)
DIGITAL PRODUCT BUSINESS UP
AND RUNNING!

I want this handbook to be like
your digital marketing bible to
guide you through to business
success.



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INTRODUCTION

Hi There, It's Tennille from Independent Woman Society and I am so excited you are here! I am extremely passionate about helping people, so much so that I studied for a Bachelor of Science (Psychology) to do just that. I love watching and helping people reach their full potential! It truly makes my heart and soul happy when I see others succeed.

I WANT you to succeed. I WANT you to reach out and ask questions. There are no silly questions. I am here for you and can't wait to see and hear about your success.

You've GOT this and should be so proud of yourself that you have taken that leap of faith and want to start this journey because I know I'M PROUD OF YOU!

I'm so excited to share this Digital Marketing Handbook for beginners to guide and walk you through the complete process of setting up and selling your very own digital products using this DFY (done-for-you) template. So without further a do, Let's dive in!



Tennille

@independentwomensociety

I'm so passionate about supporting people in many different ways - now also including helping them make money from home with done-for-you digital products!

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

If you follow each of the steps inside, you will not only come out on the other side with a product fully ready for sale, but you will also have an actual legitimate funnel and strategy for bringing in the sales! There are many people with proven results averaging \$500+ a day with this digital product in sales!

But before you dive in, I first want to share with you what DFY actually means and why this specific business model is so unique.

WHAT IS DFY - DONE FOR YOU?

When I first felt I wanted to help other people launch their own passive income business, I decided almost immediately that I needed to help them overcome the hurdles of creating a product from scratch.

I knew I wanted to offer them a template - and not just any template, but one that is proven to be *profitable!*

I wanted to give my clients a digital product they could sell that people would want and that would give them the best chance to make an income from home *fast.*

*And the truth is, what so many people in this world are most hurting for are more **financial and time freedoms.***

People all over are wanting so desperately to change their lives and their family's lives, and yet it's so easy to be fooled into thinking that having an online business is only for the elite few with special skills, educations or privileges.

Offering a way to make money WITHOUT needing any specific education, special skills, prior experience, or even a product or service, with access to a product you don't need to make - THIS is a revolutionary (and a high income-generating) business model.

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

In purchasing this done-for-you product that comes with resell rights, you also get the freedom to modify, resell, and FULLY profit 100% from this product, meaning you don't owe anyone (including me!) a portion of your sales.

*Your profits are **YOUR** profits, and your business is **YOUR** business.*

What you will find with this Handbook is that not only did you purchase the Handbook itself, but you were also granted the Private Label Rights (PLR) for it (not to be confused with Master Resell Rights or just Re-SALE rights!)

These Private Label Rights (outlined in the Terms & Conditions you agreed to at checkout) include the rights to actually **modify** and **claim authorship of this product.**

You can rewrite parts of it.

You can rewrite ALL of it.

You can put your own name on it.

And most importantly, you can resell it!

I would love for you to use everything inside this handbook, *including the handbook itself*, to create a passive income business for which you can **fully make your OWN AND fully PROFIT from.**

Why? I hear you ask. Because more money in the hands of good people makes the world a little easier for everyone! And because I believe that there is more than enough abundance to go around so why not share that.

I'm thrilled for you and cheering for your success, I can't wait to witness the positive transformation that this brings to your life.

ARE YOU READY TO GET STARTED?

For your convenience, this handbook is broken up into 4 steps for full launching- so that you can get up and running today or in the next 4 weeks!



let's connect!

Flick me a DM on Instagram, Facebook or Tiktok @independentwomensociety or email

independentwomensociety@outlook.com to let me know once you've purchased the Handbook so I can cheer you on!

WEEK 1: CRAFTING YOUR VISION

DEFINE 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. It is so important to set up strong foundations in any business to ensure the best chance of success!

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

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

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

So before we begin, I just want you to grab a pen and 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 family and life beyond just financially?

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

ESTABLISH YOUR GOALS

There are two important things that I want you to get out of this section:

1) A decision on your **PRICE** for your digital product.

AND

2) A solid idea of your **INCOME GOALS** for this first year after launching your business.

YOUR PRICING

First, can I just remind you that there is no “one right price”
But my recommendation, especially when first starting out,
is to price your digital product at around \$50!

You can always increase your price as time goes on and as your audience or expertise grows, but just to help you get sales fast, starting at \$50- \$100 or even a little less is a great place to start.

As you've noticed, I have mine priced on sale at \$37 because I know with my price it makes this product an absolute **STEAL**. I could easily be charging more for all the value that is inside my handbook. But I want it to be accessible for as many people as possible while still being able to earn me an **INCOME**.

I also priced this at \$37 because there is an old wives tale "rule of thumb" in the online business world around ending your price with a 7 to boost conversions. As strange as that sounds, I just roll with it!

You can price your digital product at \$37 as well, or use something lower or higher. You can have a "limited time discount price" for your launch and then increase it to \$97 after a set time period. It is 100% up to you what your price is.

We'll talk more about launching in Week 4.

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

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

Also never undervalue your time. Be confident that you are worth it.

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 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 social media account from scratch? Even if you've never done something like this before?

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

It's sales being made because of a 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 setting it all up so you can start bringing in the **DOLLARS!**

NOTE: When you are first starting please don't focus too heavily on the dollar figure. This is a long-term game and these examples are just to show you how to break down your income goals into smaller digestible chunks. It does NOT mean that you have failed if by chance you don't hit your targets exactly when you wanted to.

DETERMINING YOUR TARGET AUDIENCE

As you can probably tell by my content, branding, and the language I use, my target audience is people wanting to make money, work from anywhere they want and be present for their kids or family etc.

Me personally, I am specifically aiming to reach everyday people, particularly women just like me who want to build a business that supports their dream life and family.

You might want to market to a totally different target audience like only women, *only* men, or empty nesters etc.

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

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

*The best most valuable piece of advice I can give you 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!

DEVELOP YOUR BRANDING

Okay, friend, this is where the fun stuff starts, right here!

Your branding is where all of your own distinct styles, tastes, and personalities really come into play. And there is **SO** much detail that goes 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**

NAMING YOUR PRODUCT

When it comes to the naming of your product, you need to be thinking about what's going to be the clearest and simplest way to communicate what your offer is for your target audience.

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

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

Here are some examples for you to brainstorm from:

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

If you have access to a service like chatGPT you could also ask for some prompts from there that might suit your niche and brand better.

Although including “DFY” or “done-for-you” in your product name isn’t an essential, it **CAN** help set expectations and set your product apart when people come across your page.

And whether or not you use the phrase in your product name, I do recommend at least including it somewhere in your bio!

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

The **ONLY CAVEAT** is if you’re considering using the same product name as mine.

Using my exact product name is one thing I do NOT recommend just because it’s important to establish some distinction between our businesses.

Now we know coming up with a product name of your own can be a challenge, but don’t be afraid to bounce around ideas with friends or family. Or try out some AI assistance with chatGPT to help you come up with some options.

You can reach out to me and we can
brainstorm together!

CREATING YOUR BRAND AESTHETIC

*As for your brand aesthetic, some homework for you!
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 the 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 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 colour inspiration! You can type "Instagram colour 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 colours. Most people stick with a max of 3-5

WEEK 2: CONFIGURING YOUR BACKEND

DEVELOPING YOUR DIGITAL PRODUCT

Let's talk about creating your digital product!

Yes, you have the right to use and resell this Handbook; however, I don't want you to be afraid to make this product your own! Put your own spin on it. You can use this exact template or choose your own!

Your people are going to want to buy your product more when you **DO** make it your own, when you put your own personality and branding into it.

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

STEP ONE

Find an eBook or Document template on Canva [HERE](#) that you love.

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

STEP TWO

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

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

STEP THREE

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

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, social media 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 moved further into setting up your own backend (i.e. your socials, emails, etc.).

STEP FOUR

After you have finished modifying your document, copy and paste it into the Canva template you have previously chosen. 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 may still need to be made!

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

Then, voila! You've created your very own digital product!

ESTABLISHING YOUR STORE

I personally have started with a systeme.io account which I absolutely love! They have a free account that gets you the basics with a limited number of funnels, email marketing campaigns etc. which is still perfect for those starting out. But if you upgrade to a paid account which starts at \$27 (USD) per month you can have multiple options when it comes to building funnels, landing pages, checkout pages, email marketing campaigns etc.

To get started with a **FREE** Systeme.io use this link [HERE](#)

I would start out with the free account and then upgrade if by chance you felt like you needed more than what the free account has to offer. The paid version also gives you access to free courses where you can gain certification in Systeme.io.

Now the thing with a systeme.io account is you build your own funnels etc. So if you have zero experience I suggest you do some of the courses available through Systeme.io or purchase the roadmap course if you haven't already. Use this link [HERE](#) for access to the business development course that has everything you need. If you are unsure please just ask me!

As much as I would love to have been able to teach and coach you through building your systeme.io set-up, I personally would not have enough time to do it justice. That doesn't mean I can NOT help you throughout your process, I just mean I can't show you step by step every inch of building your sales funnel, especially when there are tonnes of resources available that would do a much better job than I ever could.

I am however here for you to ask questions and troubleshoot along the way during your journey and process. I am here for you and can help you find a solution should you come across any hurdles. **Please just DM or email me!**

Don't be discouraged by this as there are plenty of free pre-built funnels available to save you having to build out your own. As well as lots of free tutorials to guide you through how to build this. There is a different satisfaction to business when you have put in the sweat, tears and hard yards. The roadmap course also has a whole section dedicated to using Systeme.io to build your sales funnels.

You can also use your own system or platform or use a stan store. Although the stan store has a 14-day trial period it is NOT free unlike what some may advertise. Unlike System.io which does have a free version and only requires upgrading if you want access to more of what is offered in the basics package. Systeme.io also has a migration service if you wish to bring your current website across.

At the end of the day is it 100% up to you which you choose. There are no right or wrong sales platforms. If you already use one then it is absolutely fine to stick with what you know. If you are confused or unsure let's book in a chat and we can discuss this in much more detail!

**Send me a DM or email
independentwomansociety@outlook.com to book a
suitable time to have a chat.**

If you want more information on changing to System.io use this link **[HERE](#)**

Your main store page (where people can click on your links to either opt into your freebie or purchase your DFY digital product) will also be what you will put as your link in your Social media bio.

Some things to keep in mind:

- A Classic template gives a simple and clean look. This also helps to place the most important parts of what you want your ideal customer to see in the ideal placement vs. having anything hidden beneath unnecessary distractions like large banners or photos.
- Be sure to put your freebie at the top of your Store home page to grow your email list!

We'll talk more about your freebie in Week 3!

You can use your own photos for your store OR use Canva to create your own graphics!

If you're needing inspiration, check out the link in my socials bio to visit [my main Store homepage](#) directly and get a better look at what exactly each page looks like.

When you get your Store set up, shoot me a DM with the link either via email or DM! I'd love to take a look!

BUILDING YOUR SOCIALS

Whilst it is not 100% necessary to have an account on every social media platform for your business, I DO recommend that you start with the one that you are most comfortable with.

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

It's up to you whether you want to use your existing social accounts or create new ones. 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 and Creator. I recommend going with Creator because it offers more features! You can follow the steps in **THIS LINK** to get this set up. Tiktok also has a business account option. If you select that you don't have to wait until you have 1000 followers to be able to put your link in your bio.

OPTIMISING YOUR BIO

Next, you need to work on your Bio - so that people who come your way will actually KNOW what your page is about and how you can best serve them!

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

FIRST LINE

It's best to make the first line point to **WHOM** you help and **HOW** you help them. This means your target audience can identify themselves and get a feeling of whether they're in the right place.

Examples:

"Helping you build an income from home with digital products"

"Helping women create a passive income with done-for-you digital products"

"Helping mums quit their 9 to 5's with DFY digital products"

"Helping you build your passive income biz with DFY digital products"

SECOND & THIRD LINES

The second and third lines are where you can provide a snippet of who you are or about your transformation/journey so that people can see a bit of themselves in you!

Examples:

"Mum of 3 + 6-fig biz owner"

"Teacher turned small biz owner"

"Aussie living the passive income life"

"SAHM turned digital product entrepreneur"

FOURTH LINE

The fourth line should always be a powerful call-to-action! You can direct them to your free guide by pointing down at your Website/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 your ideal client to reach out to you because sometimes it's in those short conversations where the real connection & trust is built!

Example:

“DM “roadmap” for a copy of my free guide”

“DM “DFY” to learn more + get a free guide”

If you haven't already, shoot me a message on any of my socials or email to say hi and let me know you're going through this Handbook! I'd love to chat with you!

LEGAL INFORMATION

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

In fact, **aside from adding your Private Label Rights to your Terms & Conditions, you do NOT need to rush to complete these steps** (Although please do check with your country and what laws apply to you) before launching your product.

You will have time and the ability to do this later in the coming weeks. Ideally, you just want to get these taken care of before you are required to complete tax obligations.

CREATING YOUR TERMS & CONDITIONS

The great news is that setting up your Terms & Conditions for your Store or website is pretty simple!

If you are using Systeme.io you can use the help page via **[THIS LINK](#)**

If you are using a stan store you can use **[THIS LINK](#)** to help walk you through the process of adding yours to your Checkout pages.

If you are having any issues or are confused about what to do please reach out. Send me a DM or email to independentwomansociety@outlook.com and I will help you troubleshoot your issue.

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

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

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

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

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

After you finish, be sure to save your updates!

FILING YOUR LLC (Optional)

Here are the steps for setting up your business as a Limited Liability Company (LLC) if you want! This is not required.

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] 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) Also known as an ABN in Australia. Your EIN/ABN 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. For ABN info please use this link [HERE](#)

Step Four: Comply with Tax and Regulatory Requirements. You will want to familiarise 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!

Already have an LLC with a different business? You may be able to just file a DBA (**Assumed Name**) for your new digital product business. You can use [THIS LINK](#) to help you figure out which is right for you.

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!

Please note: Legalities and policies may differ depending on your country and its laws. Please seek professional advice if you have any concerns. We are not responsible for misinformation or incorrect legal processes demonstrated in this product. We advise you to seek your own professional advice on this topic.

<https://asic.gov.au> for Australian business information
<https://www.ato.gov.au> for Australian tax information

WEEK 3: PROMOTING YOUR PRODUCT

INSTAGRAM MARKETING

Let's talk about marketing, specifically organic marketing! This is what I most recommend especially when you are first starting out. It's free, risk-free, AND can still bring in more than enough of the traffic and sales you need by using some great content and posting consistently.

The more cost-effective you can be in the beginning the better off you will be in the long run in my opinion.

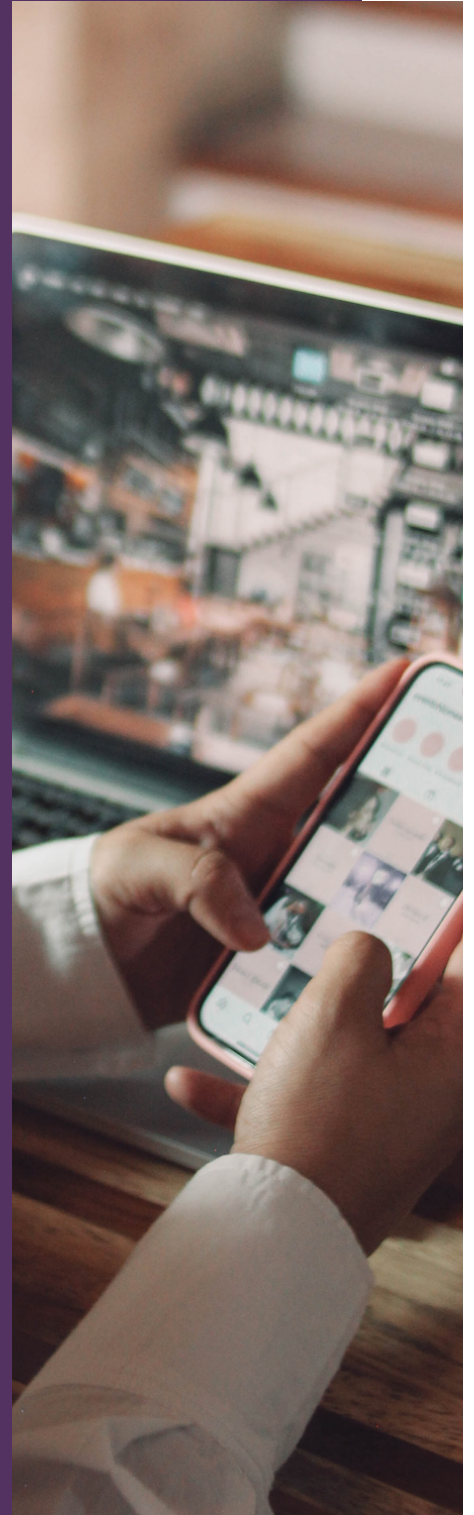
Specifically, I recommend organic marketing through posting Reels on Instagram, Facebook or Tiktok videos. Just start with one platform if you aren't confident and potentially branch out to more social media platforms over time. It's better to have 1 and do it well than to have them all and be average on them.

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

Next, are some different ideas of things you can share with your target audience through Videos and Reels:

CONTENT IDEAS

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



If you haven't already, I recommend scrolling through my content, or some other creators to brainstorm different ideas and gain inspiration of what you can share with your Reels and videos. Keep it simple! Don't try to over-explain or over-complicate what you are offering. And NEVER ever directly copy another creator's work.

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

Another thing you may notice with content over time is that many of us like to *recycling content*. It is ok to repurpose especially if it did well previously.

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 SUSTAINABLE.

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

- Create a specific folder on your phone of potential background videos already in your camera roll that you can add onto and use as an ongoing collection to pull from.

- Use a Note in the Notes app section 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 audio that you like from other reels inside the Instagram app.
- Save reel ideas while scrolling through other reels inside the Instagram app.

If creating Reels, coming up with ideas, or writing captions feels a little intimidating to you right now, that is 100% okay! It can take time and practice to find your groove and voice and get into a swing with it all.

Once you grow more comfortable and develop your skills, Youtube is also a great resource you can utilise!

There are a lot of different tutorials you can sift through and learn from, revolving around topics like finding trending audios, using SEO in your captions, or even how to use different functions when creating reels.

YOUR CALL-TO-ACTION

Ensure you include one in the caption of the majority of your reels. A call-to-action is an invite for your ideal client to take the next step.

CALL TO ACTION PROMPTS



"Drop a comment and share your thoughts!"



"Tag a friend who needs to see this!"



"Show us your [related topic] in the comments!"



"Cast your vote: A or B?"



"Learn more by clicking the link in my bio!"



"Save this post later for inspiration!"



"Double tap if you're excited for [upcoming event]!"



"Tag someone you'd do this with!"



"Set a goal and commit in the comments!"



"Pin this post so you won't lose it!"



"DM us to join our exclusive [group/community]!"



"Swipe left for the full story!"



"Share your favourite [topic] tip with us!"



"Shop now: Click the link in our bio!"



"Ready to take the next step? DM us!"



"Comment with your [topic] goals for accountability!"



"Save the date for our upcoming [event/workshop]!"



"Tag us in your [topic]-inspired photos!"



"What's your opinion? Share in the comments!"



"Turn on post notifications so you never miss an update!"



"Watch our latest video by swiping up!"



"Share this post to spread the inspiration!"



"Connect with us on [other social media platform] too!"



"Guess what's in the box? Comment your answer!"



"Listen to our podcast for more insights!"



"Tag a friend who could use some [topic] motivation!"



"Ready to achieve your goals? Click the link to get started!"

HOOKS

Engagement Hooks:

- "Double-tap if you agree!"
- "Tag a friend who needs to see this."
- "Comment your thoughts below."
- "Share your favourite [something] in the comments!"
- "Fill in the blank: My favourite [something] is _____."
- "Raise your hand if you've ever [done something]."
- "Can you relate?"
- "Guess what? I have a surprise for you!"
- "Like this post if you're excited for [upcoming event]."
- "Tell me something interesting about yourself!"

Question Hooks:

- "What's your all-time favourite [something]?"
- "If you could travel anywhere right now, where would you go?"
- "What's the best piece of advice you've ever received?"
- "How do you stay motivated?"
- "What's the first thing you do in the morning?"
- "What's your secret talent?"
- "If you had a superpower, what would it be?"
- "What's your go-to [something] when you're stressed?"
- "What's the most recent book you've read?"
- "What's on your bucket list?"

Curiosity Hooks:

- "You won't believe what happened next..."
- "Discover the secret to [something]."
- "Want to know my top [number] tips for [topic]?"
- "Are you making these [number] mistakes?"
- "Ever wondered how [something] works?"
- "Unlock the mystery behind [something]."
- "The truth about [topic] may surprise you."
- "I tried [something] for [number] days, and here's what happened."
- "Find out how I achieved [result] in just [timeframe]."
- "Prepare to be amazed by [something]!"

One of my favourite call-to-action that I like to use is telling people to **send me a DM** - because I want a call-to-action that's going to spark up a conversation and give me a chance to actually CONNECT with my ideal client!

Something as simple as this example -> "DM me 'DFY' for my free guide to bringing in passive income with DFY digital products". It's an easy way I use to send them the link directly. This enables me to have the opportunity to answer questions, 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 free product, your emails will then also do the selling for you! We'll cover more of this in the next section.

PROMOTING YOUR FREEBIE

Do you have to offer something for free? No... but is wise to? **ABSOLUTELY!!**

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. Feel free to check out my freebie offer for inspiration.

The key to any high-quality freebie is giving your clients more valuable information that helps build trust while giving them a taste of what you can offer them in your paid product.

An example freebie idea like below could be used to create a simple guide very similar to this Guide (only way shorter and way less in-depth!).

- We use this guide to walk people through some of our own stories to help create a sense of connection and credibility.
- What done-for-you digital products and Private Label Rights are.
- The benefits of passive income (basically me just painting a really powerful vision for them!)
- How my \$90 DFY Digital Product Playbook is going to give them exactly what they need to start up their own passive income business.

You are welcome to use my freebies as inspiration when creating your own! You can create these with a Canva template, just like I walked you through before.

Once you have your freebie created, you can then add this to the top of your Store or website and **start putting together an email campaign to nurture those new leads** as well. We're going to look at selling with your emails in the next section.

SALES VIA EMAIL

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

With a well-written email campaign 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

The first thing you will want to do is have an email address set up with your System.io store, Stan Store or website that you will not mind people on your email list having access to if someone wants to reply to your emails. It is wise to ensure you have continuous access to this email account.

Just for professionalism and privacy, I recommend using an email specific for business (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.

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

SETTING UP YOUR CONFIRMATION EMAILS

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

For your convenience, I have included templates for you below - one for your freebie, and one for your paid digital product.

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

Hi [Customer Name],

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

Here is your free download: [PRODUCT LINK]

Tomorrow you're going to get another email from me with more info about my [Product Name - insert hyperlink]. If you don't see it in 24 hours, be sure to check your promotions tab or spam folder, and move that message over to your primary inbox so you don't miss out on any updates!

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

[Your Name]

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

Hi [Customer Name],

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

DOWNLOAD LINK

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

[Your Name]

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

SETTING UP YOUR EMAIL CAMPAIGN

There is just one email campaign or email sequence, you will want to have in place when you first launch. This campaign is for people who opt-in for your free product.

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

Schedule your first email to be sent 24 hours after receiving the freebie with their confirmation email, and then every other email to be sent 24 hours after the previous one.

To help you save some time, below I've included a few **sample emails for you to use for yourself**. You might want to tweak them a little and add more at some point, especially to highlight new sales and new results, or share more of your personal story. Make sure to read through and make them sound like YOU!

Your email campaign 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 to start making an income from home?

Have you had a chance to check out my free guide? If so, are you 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. You can literally be up and running in no time and have the ability to start earning an Income!

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 while you sleep!

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

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

[Your Name]

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

Subject: Five steps to starting a DFY digital product biz

Hi [Customer Name],

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

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

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

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

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

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

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

Step Three: Price your product. Keep in mind: A \$97 product sold just ONCE per day is almost \$3k a month!

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

Step Five: Start earning a passive income! Actually, get to LIVE your life while watching money come in just from someone stumbling across a seven-second reel or reading an automated email.

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

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

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

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

When you follow the steps inside, you will not only come out on the other side with a product ready to sell, but you will also have an actual funnel and strategy for bringing in the sales you need for \$1k, \$3k, and even \$5k 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].

Subject: You are so close to having your own business!

Hi [Customer Name],

I want you to know that you are closer to having a profitable passive income business than you realise.

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 working towards bringing in sales every week, maybe everyday, or maybe even in your sleep - and just as importantly, enjoy the freedom that comes with it.

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

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

[Your Name]

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

Hi [Customer Name],

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

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

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

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

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

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

[Your Name]

Subject: [Insert \$ amount] in _____ days

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

I want you to imagine this being YOU.

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

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

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

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

Purchase [Product Name] for \$47 today.

Change your life.

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

[Your Name]

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

Later in your journey, you may want to have a second email in your campaign, 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!

ESTABLISHING RELATIONSHIPS

We've previously talked about building connections through Reels and emails, but there are other methods to help potential customers become familiar with you and your brand. Here are some additional ideas to consider:

BUILDING CONNECTION WITH DMS

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 and 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.

HOT TIP! Be sure that these DMs you send are designed to SERVE and not just sell. Remember that they 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 messages 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?

By the way, You also have the option of automation. Which can assist you in your business including with DMs! You can use an app such as ManyChat to automatically send out links and follow-up DMs whenever people message with the keyword in your 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 a part of your marketing strategy that you do not want to gloss over!

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

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

Once you start posting Stories that are 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
- Your journey

You can utilise Canva to create your own Highlight covers with your brand colours, or purchase some for a small cost from Etsy!

You can use [THIS LINK](#) to learn how to add a Story to a Highlight.

WEEK 4: LAUNCHING YOUR PRODUCT

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

Once you confirm that your products, your Store or website, your email campaign, and your social media accounts are all functioning and set up correctly, you will want to officially launch your product and start promoting it.

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

- Do a short PRE-LAUNCH where you start hinting on your socials that something new and awesome is coming. Create a countdown. Invite people to DM you for that freebie if it's already ready. Stir up hype!
- Offer a launch promo or special "launch pricing." You can offer this to your audience for a week or so and promote it on social media 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 on your Stories and posts!** Take screenshots of new sales or give updates on what's happening throughout the launch. **KEEP** up the momentum by doing this even **AFTER** the launch ends as well!
- **Don't forget to push your freebie!** Even if people aren't ready to buy now, you can still get them on your email list by offering your freebie and nurturing them until they're ready to buy over time.
- **Share what you are doing on all social media platforms, or with family and friends who can support you.** I promise people **DO** want to know what you're up to!

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

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

I am so excited for you, I can't wait to see you start your own journey. Remember this is a marathon, not a sprint!

Please reach out if you have any questions or need any help. The only silly question is a question not asked!!

XX Tennille

INSTAGRAM
FACEBOOK
TIKTOK



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Hey - don't forget that I am here for you! Flick me a DM on any of my socials or email at any time to ask questions or let me know how things are going.
I want to celebrate with you!



YOU DID IT!



BRAINSTORMING

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

MY GOAL:

STOP
DOING

DO
LESS OF

KEEP
DOING

DO
MORE OF

START
DOING

