



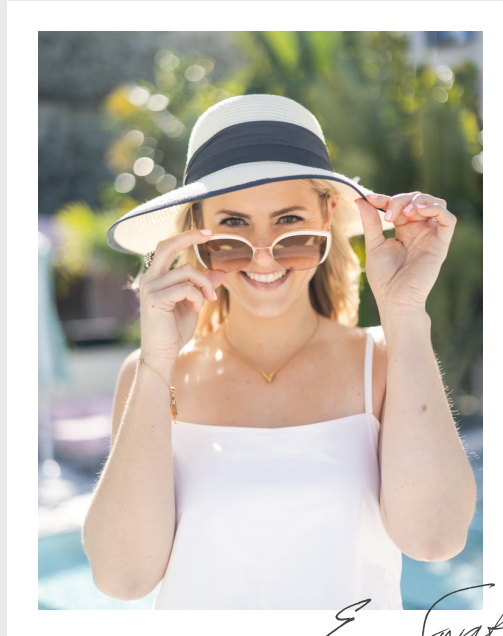
THE ULTIMATE
PASSIVE
INCOME
PLAYBOOK

Everything you need to create a digital product
that will sell, AND how to sell it!

HI THERE!!

I'M EM SWAFF

Your Digital Marketing Mentor



Em Swaff xoxo

A BIT ABOUT ME

I live in sunny Sydney, Australia but have lived in different countries across Asia & Europe. I'm married to my amazing husband & best friend and we live by the beach with our dog Roxy & have our first baby on the way due March next year!

One of my biggest passions in life is travel, so when I found myself in a corporate career in banking meaning most of my time was spent stuck in an office with only a few weeks of annual holiday leave, I started to search for other ways to earn an income.

Recently I started going down the rabbit hole of online courses & selling digital products & I've never looked back! I saw people on social media making 5, 6, even 7 figures selling digital products & figured I was missing out not getting involved. So I DM'd a girl I was following on Instagram (never met her had just been following her journey selling a 'done for you' course with Master Resell Rights & saw how she had made a whopping 6 figures in just a matter of weeks!!) So.... I decided to jump in back in August and have now made multiple 6 figures myself selling digital products!

I've always had a desire to make lots of money from a young age which is what probably led me down a career path in investment banking until I realised whilst my job paid me well, it didn't give me the freedom and flexibility I wanted to live a life on my own terms. Enter passive income & selling digital products...

PS if you want to learn more about the high ticket digital course with MRR that I sell that made me multiple 6 figures in just a few short months, [**CLICK HERE!**](#)

LET'S GET STARTED!



WHAT TO EXPECT IN THIS PLAYBOOK

The digital marketing industry is growing by leaps and bounds and isn't slowing down anytime soon.

Digital products are SMART because you create the products one time and then sell them over and over again with virtually no overhead and earn nearly 100% of the profits. Plus, they work for ANY niche or industry. With digital products and automated systems in place, you can create a passive income stream that will exceed your expectations!

In this Playbook you'll learn not only how to create your own digital product, but also how to do the research behind it to make SURE it's something that will sell!

I will also walk you through branding, setting up your back end systems, and all the legal things and logistics as well. It's going to be FUN, so get excited!

Now let's get to it!

CONTENTS

- 01 GETTING SET UP
- 02 CHOOSING A BIZ NAME
- 03 THE LEGAL SIDE OF THINGS
- 04 DEFINING YOUR NICHE
- 05 BRANDING BASICS
- 06 DOMAINS + PRO EMAILS
- 07 YOUR PRODUCT IDEA
- 08 NAMING YOUR PRODUCT
- 09 PRODUCT CREATION
- 10 PRICING YOUR PRODUCT
- 11 SCOPING THE COMPETITION
- 12 MARKETING YOUR PRODUCT
- 13 SELLING ON INSTAGRAM
- 14 BUILDING AN EMAIL LIST
- 15 CREATING A LEAD MAGNET
- 16 OPT-IN FORMS
- 17 YOUR EMAIL CAMPAIGN
- 18 SETTING UP SYSTEME.IO
- 19 LAUNCHING YOUR PRODUCT
- 20 GOALS + MINDSET



GETTING SET UP

- 01 -

CANVA

This is how you'll create your digital product and bring it to life! (And make it pretty!) You can sign up for the free account for now, because it's all you'll need! (There are a lot more options with the paid version it just depends what your budget is!)

[CREATE YOUR FREE ACCOUNT HERE](#)

- 02 -

SYSTEME.IO

This is where you can create your funnel for your landing pages (also called a squeeze page) to offer your freebie/ lead magnet as well as sell your digital product. You can also use this as your email marketing platform. Systeme.io is completely free! We will go into more details on all this later in the playbook

[CREATE YOUR FREE ACCOUNT HERE](#)

- 03 -

EMAIL AND HOSTING

This is another platform that is very user friendly and easy to register a Domain and set up for eMail Hosting which you will need. They offer a 30 day Trial.

[GET IT HERE](#)

CHOOSING A BUSINESS NAME

Now it's time to choose your business name!

Getting creative with this is one of the fun parts!

But before you go deciding on a crazy cool name, here are some things to consider.

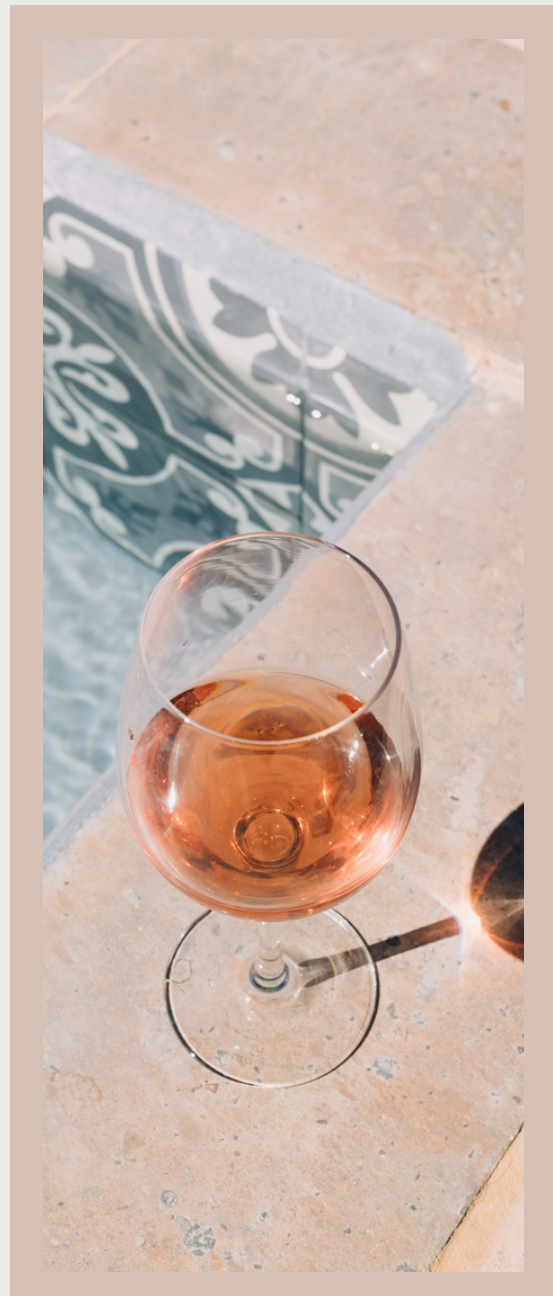
You want your business name to communicate clearly what your business is all about. It's helpful to use keywords in your business name indicating exactly what you do.

Example: The Money Maker Mama

When in doubt, using your name is never a bad idea! And using Chat GPT can also be helpful.

Creative, clever names may sound awesome and create excitement for you, BUT it's best to stick with something simple that clearly communicates what your biz is all about.

Don't overthink this. Pick a name and LET'S GO!



THE LEGAL SIDE OF THINGS

Now that you've picked your business name, it's time to dive into all the legalities! (I know.. the not so fun stuff! But it's still important)

First, watch this video. And then...

1. If you're wanting to create a company, set up your LLC / Ltd / Pty Ltd company (this will be different depending on what country you live)
2. File any necessary paperwork with your Secretary of State / Companies House / ASIC (google this because again it is different depending on where you live!)
3. If you're unsure how or whether to set yourself up as a company / self-employed etc please seek advice from an accountant or professional who can help you decide what will be best for you
4. Open a business bank account at your bank for your new company
5. Obtain a business license from your state department (if applicable / US only)
6. Make sure your website has your privacy policy and terms of agreement listed your footer. (If you use stan store, they help you with this otherwise you can use website such as lawdepot.com or lawpath.com.au again depending on where you live!)
7. Purchase your domain (I bought mine on [Budcyber.com](https://budcyber.com)) and set up your professional email whilst you're at it (we will go through this later)
8. Find an accountant/ tax professional to take care of your business accounting and taxes (this is something that can wait, but I wanted to list it here just to make sure you are thinking forward when you're making lots of money!)
9. If you plan on having a NO REFUNDS policy (as most digital products do due to the nature of the product), make sure it is clearly listed also in your legal footer, or in the form of a checkbox your customer must check before they click buy now on your product order form.

A NOTE ON THE “LEGAL STUFF”:

Disclaimer: I am not a lawyer. Please do your own legal research & keep in mind that laws are different and vary by city, state, and country! So your “Legal stuff” might be different than someone else's, and even different than what you'll find in this playbook.

I also do think it's a great idea to have a company set up, but it's worth noting that it is not absolutely necessary in every city, state, and country, which is why you should do some digging and find out what the laws are where YOU live so you are compliant, but also so you don't take any unnecessary steps and spend money that you might not have to.

The “legal stuff” also can (usually) be done after you get through the hard part of creating your product, and even listing it for sale, so don't get bogged down on it and let it cause you not to take action in creating your product & getting started!

DEFINING YOUR NICHE

OK, now it's really time for the fun stuff... Defining your niche!

So what is a NICHE?

There are SO MANY people out there who are confused when it comes to their NICHE. Some people never see success in their business because they never clearly define their niche. And they never clearly define their niche because they mistake their customer avatar (aka their ideal customer) for their niche!



Your niche is simply the problem you solve. Period. It is not the person you solve the problem for.

There are thought to be 3 "evergreen" niches. AKA, if you stay in one of these categories, you will ALWAYS make money. Health, wealth, and relationships. If your niche isn't classified under one of these overarching niches, don't worry. You CAN still find success! It's just much easier to find success in one of the big 3.

What problem do/can you solve?

And don't put too much pressure on yourself here. You only need to take people from point A to point B. You don't have to take them from 300 lbs to competition stage ready with your product. You only need to help them lose the first 10 pounds. (This is just an example, of course)

ASSIGNMENT TIME!

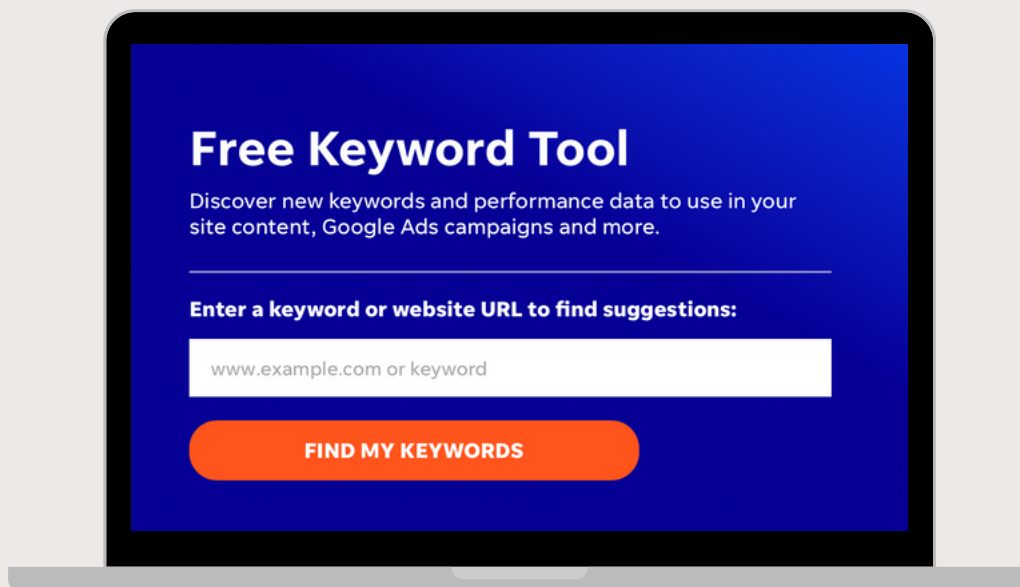
Assignment: write down ALL of the problems you can solve. Don't leave any stone unturned. PS this will also double as your product idea list!

Keyword Research

Alright, now here's where we find out JUST how profitable your ideas are.

Use **Wordstream** and start searching some keywords from your product idea list!

Keywords are so handy for helping you discover how many people have the problem you solve, by uncovering just how many people are searching those terms on search engines every month! To find a truly profitable niche, you want to aim for 20k searches for each keyword. Save all keywords you've searched and make sure you keep note of how many searches they have.



[CLICK HERE FOR WORDSTREAM](#)

Example


I'll use my niche as an example. I create and sell digital products with Resell Rights, and I help other people create and sell digital products. (just like I'm doing now with this guide!)

So you can search "**digital products**" and learn it only has about 18k searches per month. Not bad, but not good enough. (remember, I said we want at least 20k searches, otherwise it may be hard to find the person with the problem you solve, if they even exist!)

digital products

18,100

This is why knowing the problem you solve is just as important as the product you sell! While I may sell digital products that teach people to create & sell their own digital products, it's not the problem itself but only the solution to the problem....so what's the problem I'm solving, you ask?

Keywords	 Monthly search volume
make money online	301,000
make cash online	301,000
generate income online	301,000
create money online	301,000
ways to make money online	74,000
ways to earn money online	74,000
ways to get money online	74,000

After the search, now we can see it's better to go with: **I help people make money online**. (I can just hear the lightbulbs going off in your head right now)

Bonus Tip: Another really helpful tip when you're thinking of a problem you can solve within your niche is **AnswerThePublic**. You can find out what terms people are searching and make sure to include those in not only your keyword search, but your content as well!

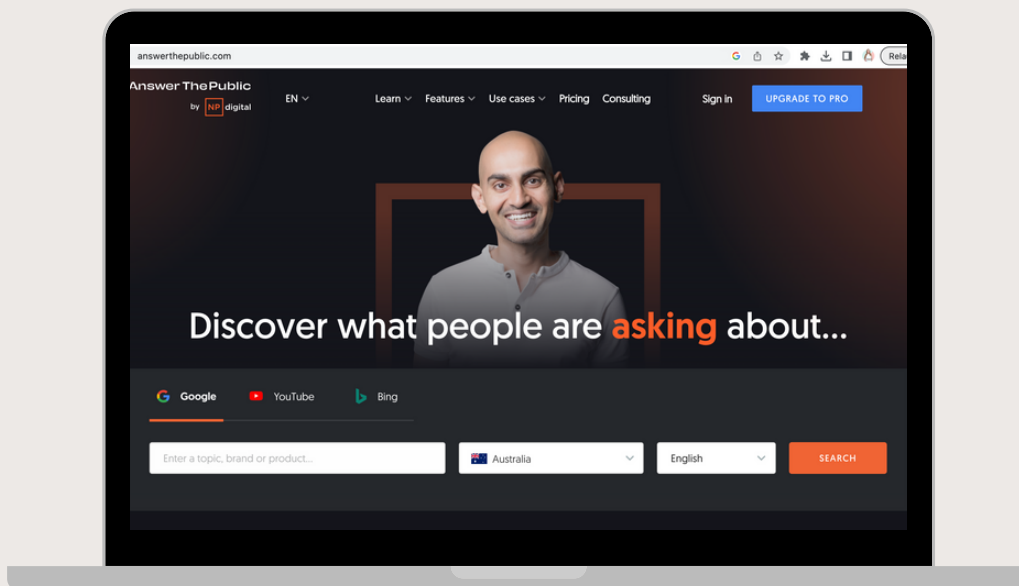
Simply search the keywords you found on word stream that are related to your niche, save the questions you find people are asking using those keywords. Bam.

You will most likely find WAY more than one problem you can solve, but let's just pick one for now. You don't have to solve every problem within your niche in one digital product.

Trust me, it will sell MUCH better if you can clearly define ONE problem you solve with that product. Remember, you only need to deliver one result to your customer. Point A to point B. Don't overcomplicate this.

Also, this won't be as applicable until further down the road, but I promise you'll remember I said this:

Pay attention to the other problems your customers express to you as they're solving one problem with your first digital product. Take note! These conversations will give you ideas for your NEXT digital product. (The possibilities are endless!)



[CLICK HERE FOR ANSWER THE PUBLIC](#)

BRANDING BASICS



Wait, did I say finding your niche was the fun part? I lied. It's branding. ALL THINGS BRANDING!

When you think of branding, what do you think of? For me, colours come to mind first thing.

Colours are super important and communicate the vibe of your brand to people even before they read your words.

I chose pastel aqua and blue colours for my branding probably because I love the ocean and our home is decorated using these colours too (so you can pick whatever you like!)

Your branding colour palette helps you to create the feeling you want someone to have about you and your business. Colours can give the right impression of you to the right people. (And bonus: it will attract people like you who are also attracted to those colours! So make sure your colour palette is true to YOU!)

Questions you want to ask yourself before picking colours...

How do I want to come across? (Spicy, vibrant, calming, trustworthy, professional, etc)

What emotion do I want to elicit in my audience?

What are the favourite popular brands of my audience and what does their branding look like?

It's also helpful to scope out your successful competitors (aka people who solve the same problem as you) and see what their branding looks like.

Don't copy them... but get inspired!

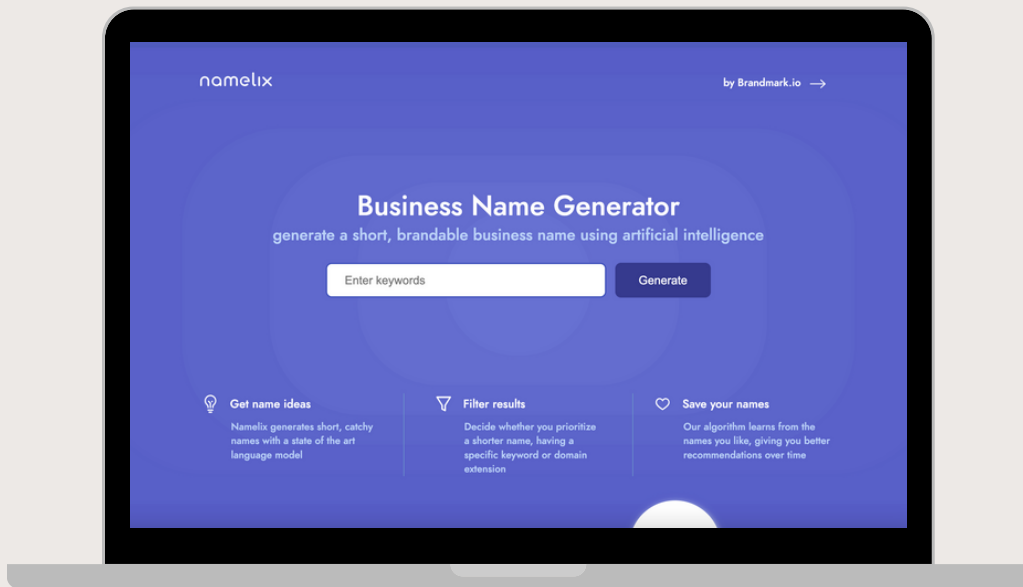
Colour theory

I won't go too deep into this, because I'm no expert. But different colours elicit different feelings in your audience, and also denote different things to them about YOU and your brand.

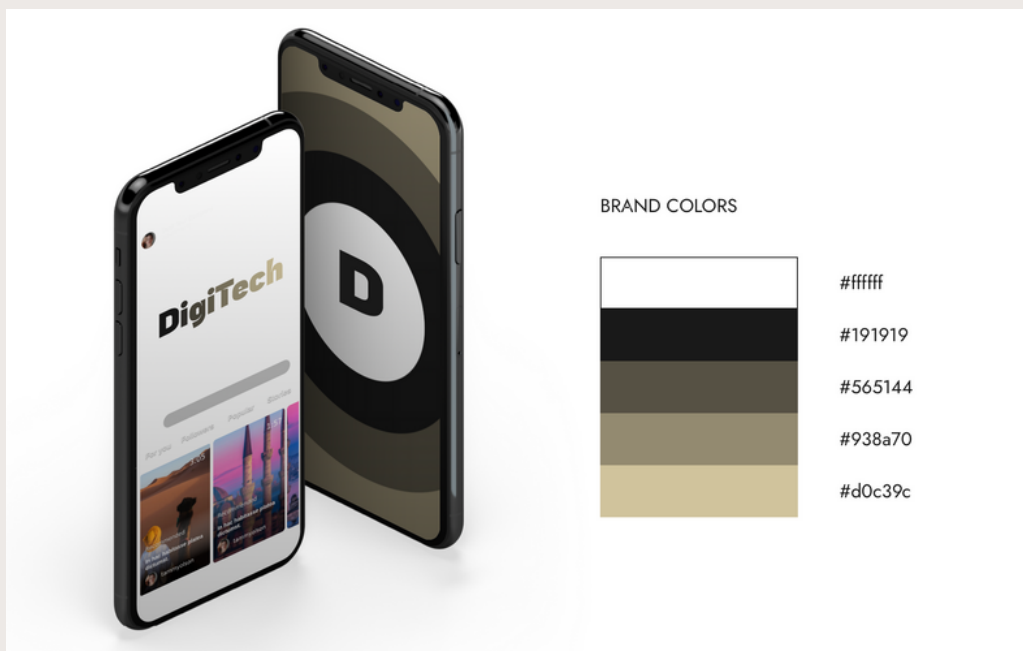
<p>Red</p> <p>Excitement Strength Love Energy</p>	<p>Orange</p> <p>Confidence Success Bravery Sociability</p>	<p>Yellow</p> <p>Creativity Happiness Warmth Cheer</p>	<p>Green</p> <p>Nature Healing Freshness Quality</p>	<p>Blue</p> <p>Trust Peace Loyalty Competence</p>
<p>Pink</p> <p>Compassion Sincerity Sophistication Sweet</p>	<p>Purple</p> <p>Royalty Luxury Spirituality Ambition</p>	<p>Brown</p> <p>Dependable Rugged Trustworthy Simple</p>	<p>Black</p> <p>Formality Dramatic Sophistication Security</p>	<p>White</p> <p>Clean Simplicity Innocence Honest</p>

After psychology, you also want to take into account practicality. Make sure your text colour is able to be read against your background colour. (THIS IS SO IMPORTANT AND CANNOT BE OVERSTATED!) You want your message to POP.

Namelix is a helpful tool for both NAMING your business AND coming up with your branding colours! Once you search your keywords and decide on a business name and logo, you can click on the specific logo/name you like and it'll give you a colour palette and a mockup!



[CLICK HERE FOR NAMELIX](#)



DOMAIN & EMAIL



The main reason you're getting your domain name isn't necessarily so you can set up a website to sell your product. The other important reason you want a domain name is for the professional email. That way you can get your email list up and running now and ready to go as soon as you launch your digital product!

I recommend staying as close to your business name as possible, if not your whole business name.

For your professional email name, I recommend one word @ your domain name. For example: contact@themoneymakermama.com

You could also do yourname@yourdomainname.com

Watch these videos to learn how to....

Register and set up your domain

Set up your professional email

DOMAIN & EMAIL



You should also get this excellent manual on setting up your Email Hosting and how to write emails to prevent your emails getting into the Spam Folder.

Set up your domain for Email

COMING UP WITH YOUR DIGITAL PRODUCT IDEA

Alright so now that you have your niche (problem to solve), now you need to figure out HOW you want to solve it.

With an **ebook** full of tips and info? With a **guide**? **Journal**? **Templates**? **Subscriptions**? **Videos**? A full blown **course**? (FYI I do NOT recommend the last one for your first digital product! Unless it's an **MRR product like this one**, courses take a lot of time & effort to create!)

Here's a video that will help you get your creative juices flowing!

Just know that people will pay for anything as long as it solves their problem.

If you already have a business and you have things in your business that you use (email templates, content planners, etc.) that can be turned into digital products, you could start there!

In my humble opinion, guides or ebooks are the easiest and most effective way to get your foot in the door with your first digital product. They also have a high perceived value.

Here's a **"digital product creation planner"** that you can use! Write out the different topics you want to touch on, and add notes for each topic! (it was originally a course creation planner, but you can tweak it to work for your digital product!)



[DOWNLOAD DPC PLANNER HERE](#)

CHOOSING A NAME FOR YOUR DIGITAL PRODUCT

The name of your product is an extremely vital piece. It can actually make or break your sales....as dramatic as that sounds.

My mentor once said "clear is better than clever" when it comes to naming a product you're selling. So it's best to clearly communicate what result your product delivers vs something that sounds cute or is an alliteration.

Bonus points if your product has any of these words in the title: how to, guide, proven, ultimate, 101, framework, or ___ days (example: 10 days, showing a time frame to expect results).

Example of a product name that probably won't sell: "my favorite recipes"

Example of a product name that most likely WILL sell: "7 recipes your picky kids are guaranteed to love!"

Use the name of your product as a HOOK to reel your buyers in to the product page! If the name stinks, chances are they'll never make it that far.



PRODUCT CREATION

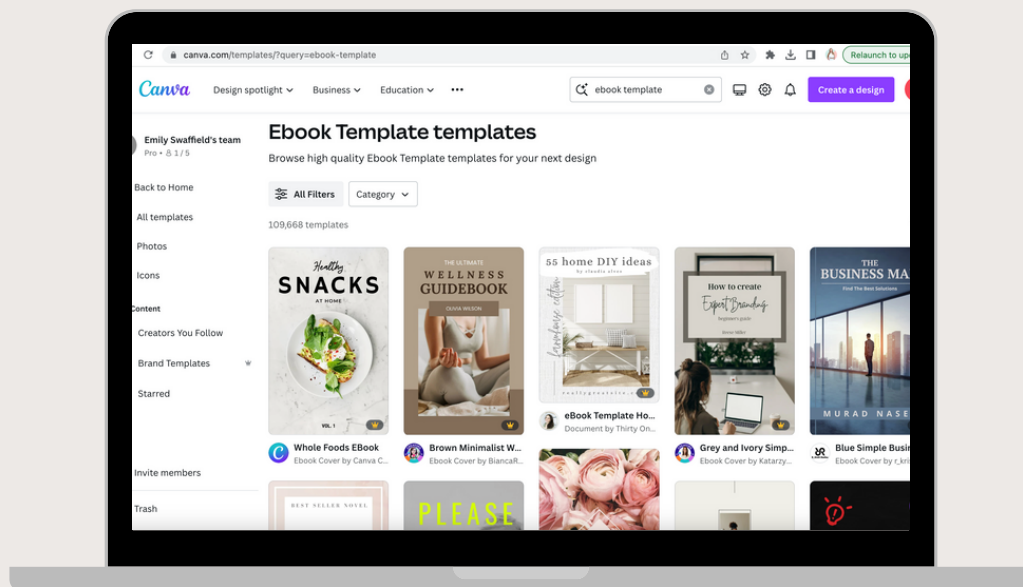
The most popular (and my personal favourite) place to create your digital products is **Canva**! Canva has free **ebook templates** (that can double as guide templates!) that are beautiful, and will really help you paint the vision and create a beautiful digital product.

All you really need is the free version of Canva, but the pro version will give you TONS more options. So, it's definitely something to consider down the road! But for now, free will do.

If you don't happen to like any of the templates on Canva, you can purchase one from etsy that you do like! Just search "minimal ebook template" and you can find others that are similar.

You'll also want to set up a google drive if you haven't already (it's free). If you have a gmail account, you should already have access to a google drive. (Whenever I need to find my google drive, I literally just google "google drive" and find it every time) This is where you'll save your creations (make sure to save it as "anyone with the link can view" that way every single person doesn't need to "ask permission" to view the file)

A really cool thing about google drive is that whenever you make updates to the product, your customer will automatically have access to all the new updates! (a big selling point!)



SETTING A PRICE FOR YOUR DIGITAL PRODUCT

Have you ever noticed that the price of most digital products ends in a 7? \$27, \$47, \$97 etc. **There's a psychology behind this** and statistically, products priced with a 7 at the end sell better. (don't ask me why, I don't make the rules)

One thing to consider is that **you want the VALUE of the product to be higher than the price**. For example, this guide of mine that you are reading right now is worth every bit of \$97 (at least!), but I priced it at \$47. The value WAY exceeds the price! I also wanted to make sure that the "everyday person" could afford this without breaking the bank or stressing if they did NOTHING with it. (We all know how that goes.... I'm definitely guilty of gettinge bought and never read!)ever read!)

There is also something to be said for **UNDER promising and OVER delivering**. I think that is kind of a lost art these days. This builds trust with your audience and will produce faithful customers who buy whatever digital products you put out.

My goal is to keep my low ticket digital products priced under \$100. I think that's a good rule of thumb, especially when you're first starting out. It's much easier for someone to pull the trigger on something under \$100 than it is something over \$100.

When setting a price for your product, you also want to factor YOUR goals into the equation.

What's your first income goal for your first month? \$2,000? How many ebooks will you need to reach your goal?

74 ebooks @ \$27 each (roughly 3 sales/day)
54 ebooks @ \$37 each (roughly 2 sales/day)
42 ebooks @ \$47 each (roughly 1.4 sales/day)
35 ebooks @ \$57 each (roughly 1.1 sale/day)
29 ebooks @ \$67 each (1 sale a day)

This part gets me really excited. When you see the breakdown like that, I think it does something to your brain and immediately you feel like **"wow, this is doable!"** (and if you feel the opposite, please don't stop reading this guide until you get to the end to the mindset recommendations!)

SCOPING OUT THE COMPETITION

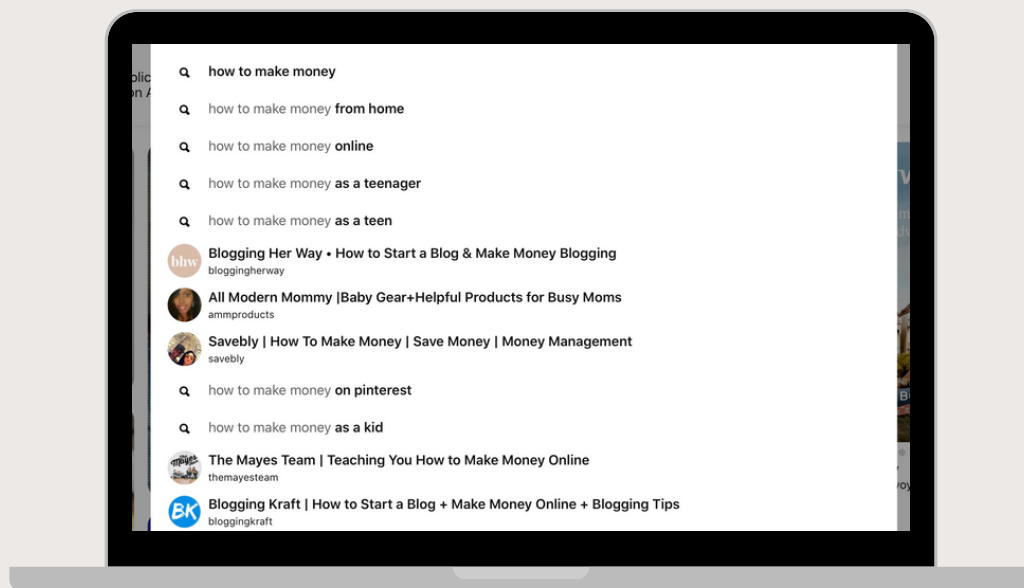
This part is really important, so don't skip it!

You want to know enough about what **your competition** is doing that you know the gaps you can fill in the market, but not so much that you start to sound exactly like them and start making your content look too much like theirs.

You also want to see how your competition is pricing their products so you can follow suit if you have a similar product.

The first place I want you to conduct your research is on all social media channels you use! Pinterest is a great one even if you don't use it. Think of it as a social media search engine that will connect you to things and people on MANY platforms.

When you search up some of your keywords, pay attention to what auto-populates. You'll also see some of your brand new competition pop up! Click and scope them out. I always head straight to the link in bio to see they offer!



IF YOU HAVEN'T BY NOW...

It's time to start creating your digital product!

First, I recommend doing a **BRAIN DUMP of every topic you want to touch on**, and THEN organizing them into sections (or days, or steps). Once you have each topic organised into a section, you can start putting it all together on the ebook template!

I don't know about you, but I need a guide/outline to help me when I'm creating. You totally might work better just flying by the seat of your pants, but doing it that way in the past has left me with A LOT of unfinished projects because they just start to seem super disorganised and overwhelming.

So, organise FIRST!

Then create.

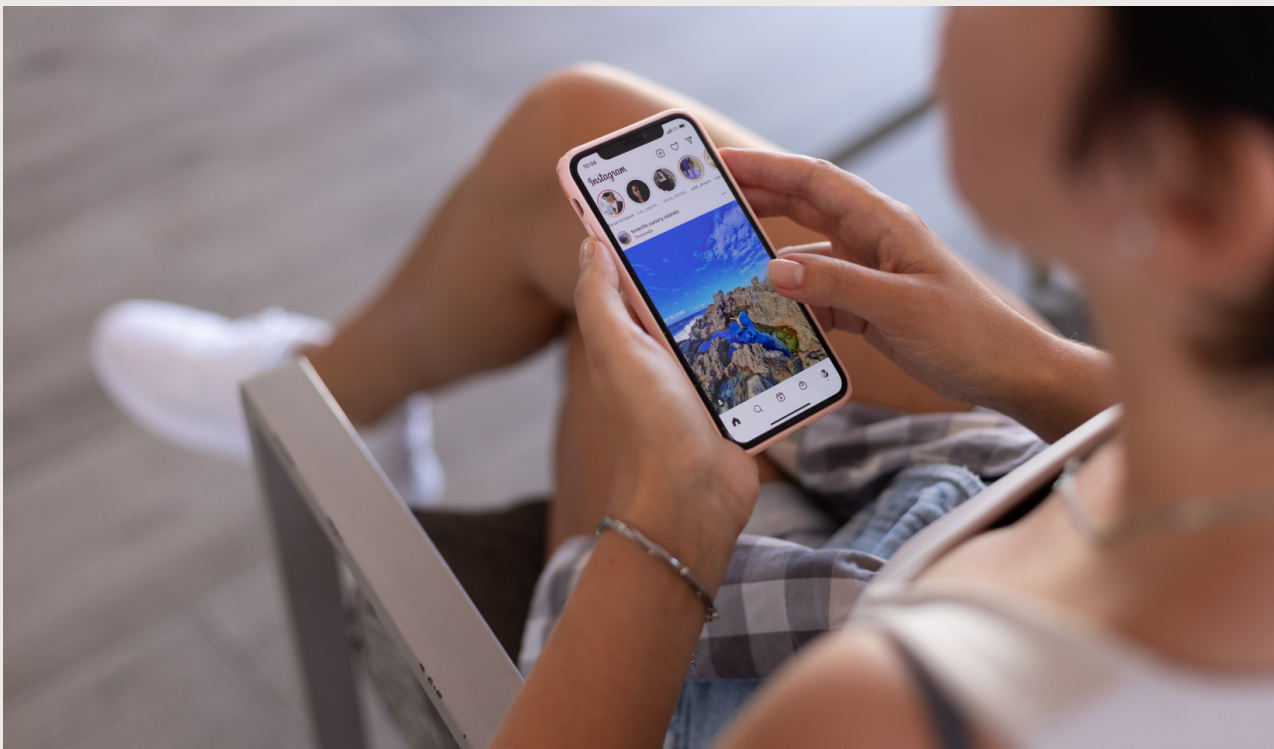
And my biggest tip here is just to get it DONE. Done is better than perfect, and you can always go back and tweak and edit it later. Your customer will have the google drive link when they purchase and will be able to access all of those "oopsie" updates.

MARKETING YOUR DIGITAL PRODUCT

The way I learned how to market my digital products was through a brilliant digital marketing course called The Roadmap (I still sell it and believe wholeheartedly in it! It comes with Master Resell Rights so you too can sell it as your own high ticket item, [click here to learn more about it](#)) but I will highlight the key points when it comes to marketing your product.

For right now, let's focus just on Instagram. Unless you're already familiar with other platforms like TikTok and Facebook, in which case you can repurpose your content to drive traffic to your Instagram where you'll sell your digital product via your link in bio.

Instagram is such a unique place and great platform to not only build an audience, but also to nurture your audience and build relationships. The algorithm is very unique in that way. It's definitely my platform of choice and where I focus my energy and efforts in selling my digital products!

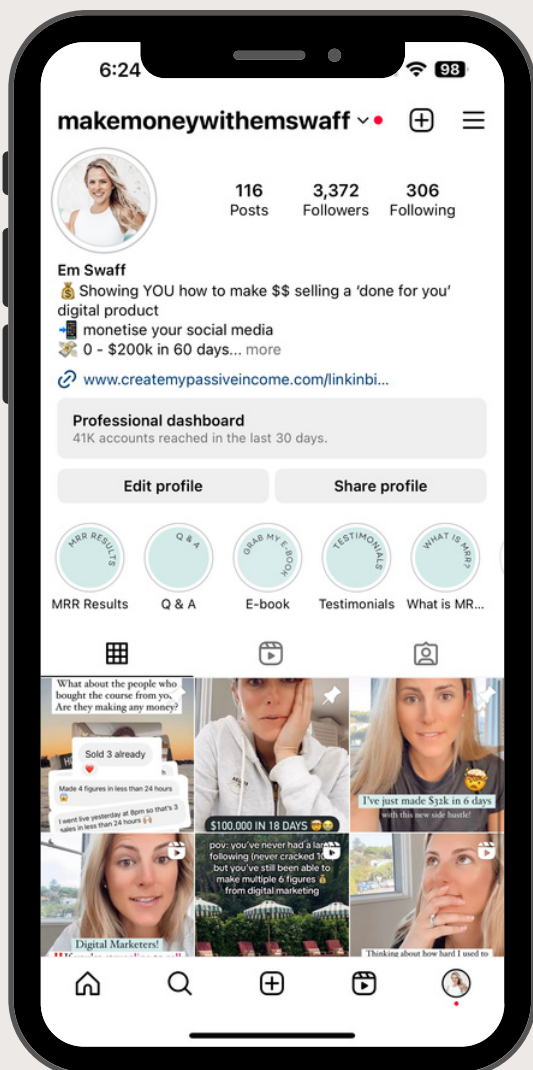


MARKETING ON INSTAGRAM

When marketing your products on Instagram, **you have to keep in mind that Instagram is a NURTURE platform** first before it's a conversion platform. Meaning, your audience wants to get to know you more than anything else. So sprinkle your personality throughout your content! And ALWAYS ADD VALUE!

I recommend sticking to REELS and keeping your feed strictly **business**. What I mean by that is--- -don't go putting videos of you and your friends at concerts with no context behind it and without tying it into your offer somehow.

It's best just to keep your personal life to your stories!



Think of your instagram reels as the party, and instagram stories as your HOUSE! You're inviting people in to get to know you more intimately, so that's where all the personal stuff should go! This will help you build a know like and trust factor with your audience as well.

Keep your stories to 6-8 stories per day though, and go for QUALITY. Mention your offer at LEAST once a day!

It's also wise to weave business and personal into both reels and stories to TELL stories. By posting about why you started making your own digital products, you can connect with your audience on a deeper level than if you're just listing off features of your product or benefits your product can provide.

ACCOUNTS TO FOLLOW FOR INSTAGRAM TIPS + TRICKS



@evelongfield

trending sounds +
hooks



@misscarolineflett

Instagram tips, tricks,
and cool hacks



@hercontentcoach

AI and all things Chat
GPT for content



@brock11johnson

Instagram tips, tricks,
and growth hacks

AUTOMATIONS FOR INSTAGRAM

Many chat is the BEST KEPT SECRET that isn't really a secret at all.

Pretty much anyone you see who is posting a call to action asking their audience to comment with a keyword for certain info is using manychat!

You can use the basic free version, but I will warn you, there are LOTS more features and flexibility with the paid version.

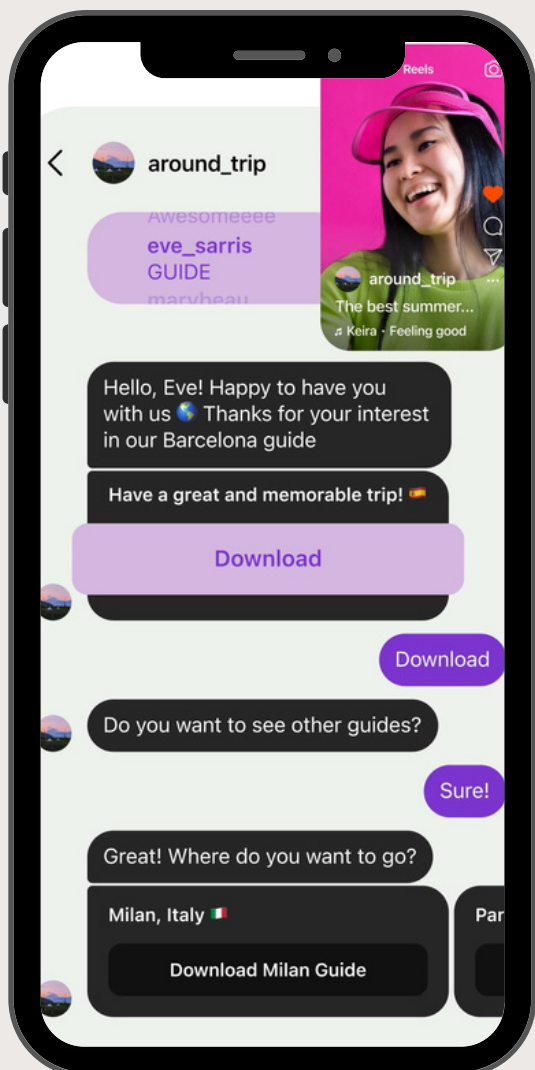
Here is a great tutorial on how to use ManyChat! (but it is pretty easy to figure out on your own as well!)

Unless you're dealing with lots of comments and DMs its probably best starting off without ManyChat to get experience talking to your prospects first hand before automating this feature.

NOW WHAT?

Now start documenting your journey of creating your product and start speaking as if you're speaking directly to the person who has the problem that your product will solve!

You can also start collecting emails through a question box sticker in your stories! That way you'll have a list of warm leads to launch to when you do launch your product!



YOUR EMAIL LIST EXPLAINED

Isn't email dead?

Nope! In fact, email marketing has always been the most tried and true method for converting sales long term than any other method. Think about it. If someone finds you on Instagram, clicks on your link to purchase, but doesn't purchase... then what? They're gone forever.

That is....

Unless you have an email marketing system!

Think of your Instagram, link in your bio, etc. as the front end marketing and your email campaign as your back end marketing. You want to cover both ends!

The platform I currently use is called **Systeme.io** and it's completely FREE!

There is also an email marketing platform called Flodesk! Flodesk is like the canva of email platforms, in my opinion. It allows you to make beautiful emails EASILY! It's also very user friendly and most times self explanatory, and affordable if you're wanting to use a paid platform for your email marketing.



YOUR LEAD MAGNET

So what's a lead magnet?

A lead magnet is another thing that is incredibly simple.

Have you ever seen someone offer a free guide or resource with info relating to their niche? Yep, that's their lead magnet.

It's how they build their email list with people who are interested in the topic they solve a problem for, and with the lead magnet they can give them free value in exchange for their email address.

You do NOT want your lead magnet to be something that is straight garbage (that will not build trust remember), you want it to be something that they'd actually pay money for! Something with some real actionable steps or tips or info but without giving all your juicy stuff away which you want to charge for!

It can be anything from an ebook to a guide to a journal and anything in between. Even just a google doc with tips is acceptable! Just make sure it's something YOU would put your email address in a box for.

Here's a lead magnet checklist to help you!



YOUR OPT-IN FORM USING SYSTEME.IO

Your opt-in form is how you'll capture those email addresses in exchange for your valuable lead magnet. This is also referred to sometimes as a landing page but essentially it's just a simple website to capture leads.

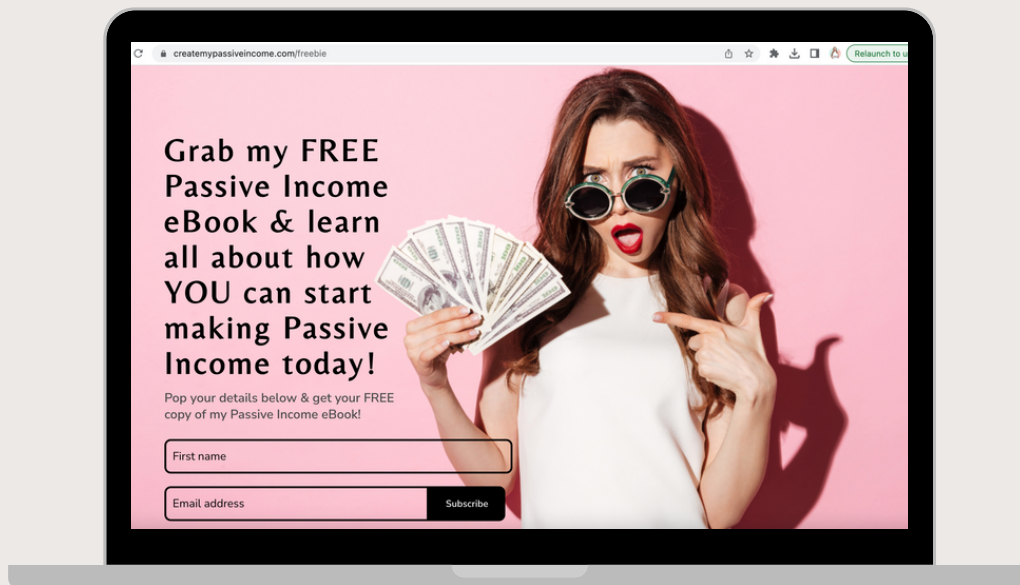
As I already mentioned, I currently use **Systeme.io** for my emails because it's the only platform you can set up an opt-in form & email marketing for FREE!

[Click here to learn how to create an opt-in form using Systeme.io](#)

[Click here to download a simple funnel template in Systeme.io](#)

Note that the funnel template above includes several pages, a link in bio page followed by a squeeze page to offer your lead magnet/ Freebie as well as a sales page and checkout page for selling your digital product. You will need to link these all correctly so to learn how to build funnels like this in Systeme.io you will need to watch the tutorial below:

[Watch tutorial on how to build funnels in Systeme.io](#)



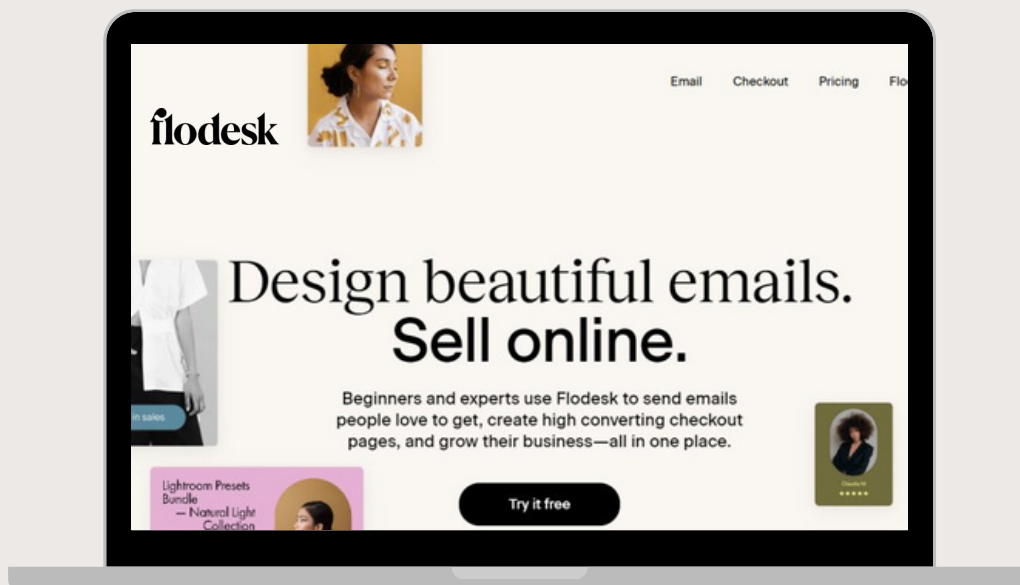
YOUR OPT-IN FORM USING FLODESK

Now if you're wanting to make your email campaigns super aesthetic, then you can set yours up beautifully using Flodesk.

1. Go to your flodesk account and click on FORMS.
2. You can have the button redirect to a different URL (instead of a thank you or confirmation page), and I recommend having it redirect to your google drive link for the freebie! Just take them right to it since you have their email now!
3. You'll want to add a segment and name it something like "freebie" or "freebie list" that way you know what that audience is there for and can keep track of who downloaded it.

You'll want to deliver your freebie thru your workflow. What you'll do is go in and set up a workflow (AFTER you set up your audience) and then you will have the first email in that workflow also contain the google drive link to your freebie.

Here's how to set up a workflow in flodesk



SETTING UP YOUR EMAIL CAMPAIGN

Your email campaign is truly what is going to allow you to automate your sales and allow you to earn while you sleep.

So now you need to write a few emails in your sequence to sell your freebie grabber on your product!

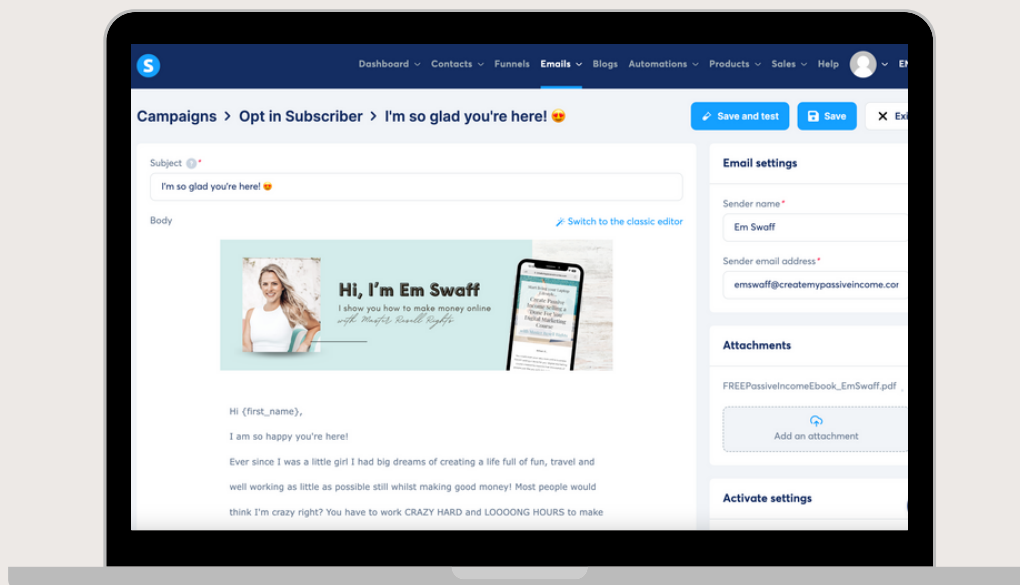
Here's a great email series that is called "freebie to sale", and it's AMAZING! It will help you take your cold leads and turn them into HOT buyers!

Here's a free email series also that you can have and tailor to your paid offer!

Watch this tutorial on how to set up an email campaign in systeme.io

OH HEY! Don't forget to **TEST** everything before you launch!

Enter your email into your freebie opt in and make sure you get that first email and that the freebie is delivered to you flawlessly! Test it all and make changes accordingly.



SETTING UP STAN STORE

Stan Store is a great platform if you want a simple, easy, all in one place to offer and sell your products. BUT heads up it's not free like Systeme.io.. the basic version is \$29/mo and if you're wanting to use it for your email marketing as well, then it's \$99/mo.

Step 1: **create your Stan Store account using this link** if you haven't already (they offer a 14 day free trial!)

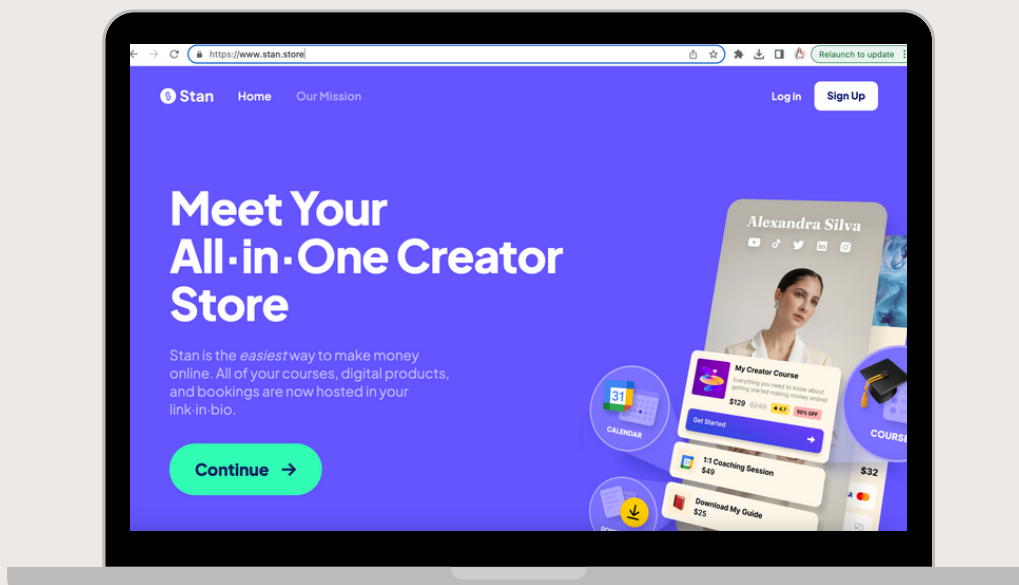
Step 2: **Go thru this getting started sequence** to make sure you get set up the right way!

Step 3: Add the link to your freebie form as a product and choose to add it as an "external link"

Even if your product isn't quite finished yet, go ahead and start setting up the sales page for it!

This is a great time to go back to the scope out your competition stage and read some sales pages! Get some ideas and inspiration!

When it comes to STAN STORE sales pages, the shorter they are, the better they sell. Don't bog people down in the details.



LAUNCHING YOUR DIGITAL PRODUCT

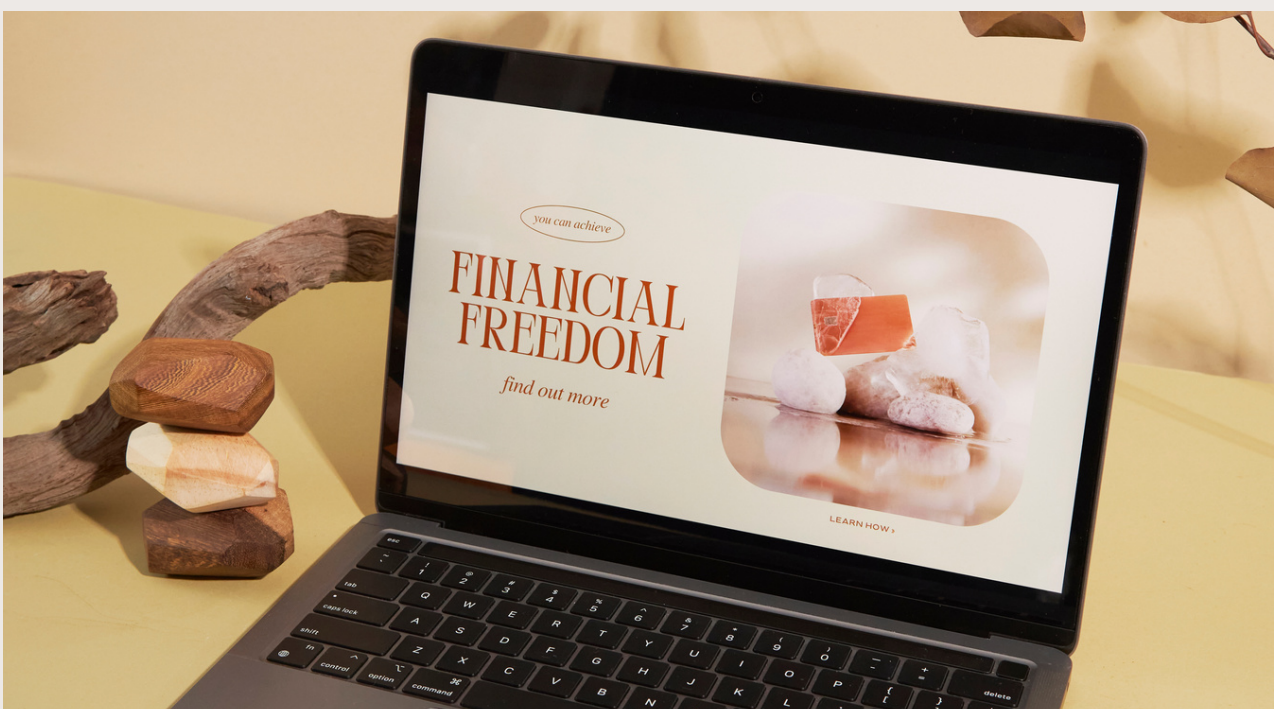
HERE WE GOOOOOO!

I am so excited for you to LAUNCH your first digital product, my friend. YOU DID THE HARD WORK, it's now time to execute the steps! And of course, continue to create content to drive traffic to your freebie and your offer.

So first, make sure you have your links in your bio on instagram! Get in your stories and SHARE YOUR EXCITEMENT! I've earned multiple 6 figures from selling digital products, and I believe a lot of that is because I am so genuinely EXCITED and believe wholeheartedly in what I offer! DO NOT DISCOUNT YOUR ENERGY!

Also, it's ok to be nervous and unsure. But I recommend reframing your mindset. (We'll talk about that in a minute!) This is something EXCITING you're doing! This has the potential to CHANGE your life forever and help so many people solve a problem!

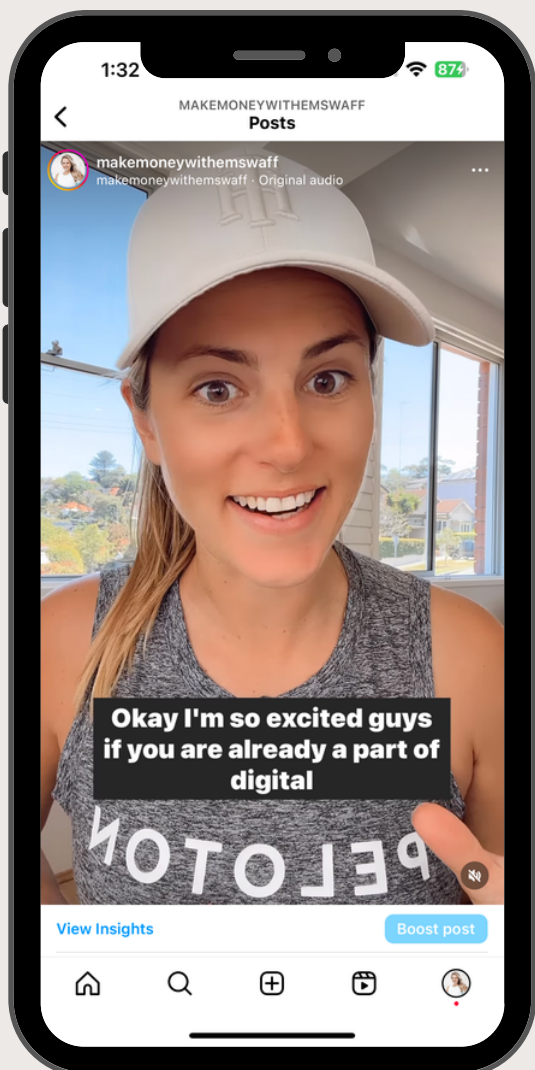
Here's an incredible video about marketing to your followers. Please watch it!



SHARING YOUR STORY

This is so vital! Facts tell, but Stories SELL!

Start creating content and sharing your story now! Talk about why you created your product, what method of solving the problem has worked for you, paint the picture for them!



It takes over 100 touch points for someone to get familiar with you, and about 7-8 touch points for someone who is already familiar with you to want to buy your product. The good thing about this is, every story, comment, reel, etc. they interact with is a touch point! So, if you're putting out 2-3 reels a day, 6-8 stories a day, and interacting with comments, this can happen quickly. Let the compound effect happen in your favor.

Please keep in mind that even if you sell ZERO on day one, that means nothing. Instead, keep track of your analytics! Is your Instagram reach or engagement growing? Track THOSE things, and I promise you'll stay encouraged.

Also, take note of what kind of content does well, and repeat/repurpose that in different ways.

And don't forget to ask for testimonials from your buyers! You can do this by emailing them and asking, or if you know specific people who have used your product and have been loud about their results, use those screenshots as testimonials!

GOAL SETTING & MINDSET

How important is your mindset when it comes to business?

It will literally make or break you. I'm a firm believer that what you put out is what you get back. And if you have a terrible mindset, you will act accordingly, and that'll be what you're putting out in the world! CHANGE IT! I'm telling you, the best investment you will ever make is in your MIND.

Watch this Ted Talk about the secret to changing your mindset.

Goal setting

Listen, setting goals is VITAL. I know you probably want to skip this step, but please don't!

Think of your monthly income goal, and divide by 30. Divide by your product price. That's how many you need to sell daily.

Create your content schedule accordingly. Do you need to post MORE to reach more people? Do it! Do you need to be in your stories more? Do it! Do you need to send out incentive emails once a week? Do it! Whatever it takes. I say AIM HIGH with your goals vs low. Don't go for realistic, DREAM BIG MY FRIEND!!





||

NOW IT'S TIME TO CELEBRATE!

YOU DID IT!

THE HARD PART IS OVER!

WHAT'S NEXT?

READY TO SCALE TO 5 & 6 FIGURES?

If you're wanting to scale up & make more revenue from selling digital products, then the simplest way to do this (if you're not already) is to sell a high ticket digital product.

This is my main offer, I sell a high ticket, high value digital course with Master Resell Rights called The Roadmap.



[CLICK HERE TO LEARN MORE!](#)



I started selling The Roadmap digital marketing course early August and within a matter of weeks had hit 6 figures in sales.

The brilliant thing about this product is because it comes with MRR you get to keep 100% of the profits from every sale you make!

<https://www.1stfromus.com/incomedisclosure>

TESTIMONIALS

CUSTOMER SUCCESS SELLING THE ROADMAP



Hey Em omg in so happy I just made my first sale!! And it's not even been 24hrs 🤯 I did same as you n started a new account I still can't believe I'm so glad I found you and MRR! Thank you!



I went live yesterday at 8pm so that's 3 sales in less than 24 hours 🙌

Sold 3 already



First sale in the bag baby 🙌 Launch tomorrow is happening - just need to get this domain changed.



Got my 1st sale



OMG!! \$7k in 14 days is amazing babe!! So happy for you 🥰🤯🙌



Thanks so much for sharing this with me ❤️



updated you actually but I've made almost \$4000 since September 1st with the course! Pulling some pretty good

My goal is \$15k this first week, did you

Less than 24 hours since we launched....

TW	4W	1Y	MTD	QTD	YTD	ALL
Gross volume		+100.0%				
\$1,605		\$0.00				
15 Jul - Today		17 Jun - 14 Jul				
		\$503.65				

HOW I STARTED AN ONLINE BUSINESS FROM SCRATCH THAT MADE \$6k my first 6 DAYS:

1. Find a pre-made digital product (course, ebook, digital planner, etc.)
2. Pick a domain and set up my sales site (took a few hours as a newbie!)
3. Start selling!

Want an all-in-one course + product to sell yourself for 100% profit?

Loving seeing all the success stories pop up on my feed!!!

When you cant believe that your new side hustle has made you over \$5,000 in less than a week 🥰🥰🥰

Category	Value
Gross volume	\$4,483
Net volume from sales	\$4,368
Money on hold	\$718.26



CONGRATS AGAIN!

Congrats again for creating your own digital product, but not only that, doing the RESEARCH and the tough stuff to make sure it sells! Please **reach out to us** if you have any questions.

Also, I'd love if you'd tag me in a story and show me what you're up to and what you created!

Cheers to passive income for years to come!

Em Swaff xoxo