



FOR COACHES & EXPERTS

How to start Selling Digital Templates Online

A step-by step process
to start selling digital
templates online

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HELLO AND WELCOME!

Why Sell Digital Templates ?

Selling digital templates is a great way to generate income without dealing with inventory, shipping, or production costs. It allows you to create once and sell indefinitely, making it a scalable and sustainable business model. It is also easier than creating videos, which is why I personally think it's a good starting point.

The Reality of Selling Digital Products

Forget the hype about "easy passive income." While digital templates can be a fantastic revenue stream, they require upfront work, ongoing marketing, and strategy. But if you're willing to put in the effort, the rewards can be great. Keep in mind that the competition will be tough and how you position yourself will play a huge role. In my experience creating is the easy part, the challenging part is to really find unique ways to stand out. My personal tip, before you create think of ways how you can your products unique.

You will always find someone that is further ahead than you. Or someone that is faster. Do not compare your journey to others. Everyones journey will be different. Just make sure you take consistent action, be patient and have an open mindset. Most of people will not take action, just because they don't think it is possible. Don't be ONE of them.

MY OWN JOURNEY !

For about 3 years ago I started my coaching business. I mainly focused on coaching for corporations. While it was satisfying to do 1-1 coaching I wanted to find a way to make profit without coaching all the time.

One evening I was searching for online business ideas, and I decided I would give Etsy a try. It took me about 2-3 months to have my first sale, and I think it was 0.99 cent. But at least I knew it was working. I went all in and started creating coaching templates in Canva. I had a goal of creating 2 templates each day. It was a lot of struggle in the beginning, but I had a lot of passion,(I still have 😊) and kept going. Today I have almost daily sales and earning a little income.

The goal with this guide is that YOU will take action and start your online journey. Now, I will NOT make some overpromises about how much you are gonna earn. Remember, Nobody can give you any guarantees, that you will succeed. With that said there are different ways that you can choose to get to your goal faster.

You can choose to learn, create everything from scratch or make a small investment to move faster. That is totally up to you to choose.

MY GOAL FOR THIS GUIDE !

I want to give you a **no-fluff guide, with no overpromises**. You can find enough of that on social media today.

I want to give you an action - approach guide that you can just follow to start your own online journey. That way you will save a lot of time and just getting started.

You can do all of this for free if you like. The internet has all the information you need. But, if you like to go faster you can check out my digital resources on the last pages. If you missed them you can find them also in your inbox. These resources will help you get started faster and you will save a lot of headache and probably hundreds hours.

The structure in this guide is following :

- **What are digital templates ? / What you can sell ?**
- **What to sell ? Where to sell ?**
- **Softwares you need.**
- **Creation Part**
- **Marketing & Branding.**
- **100 Digital Ideas to sell**
- **How to create your ebook with ChatGpt.**
- **Paidm Digital Resources to help you succeed !**



WHAT YOU CAN SELL !

What Are Digital Products ?

Digital products are files you sell and deliver online—no shipping or inventory. Once made, they can be sold over and over, making them a great way to earn passive income. That is why, this business model is great.

Popular Digital Products:

- Canva templates
- Ebooks & guides
- Journals & planners
- Coaching tools
- Printables & checklists

PRL vs. MRR: What's the Difference?

- **PRL (Private Label Rights)**
- Edit, brand, and sell as your own.
- Pros: Customizable, fast to launch
- Cons: Others may sell the same base file
- **MRR (Master Resell Rights)**
- Sell as-is, and your buyers can resell too.
- Pros: Ready to sell instantly
- Cons: Usually not editable, can feel generic(many resellers)

👉 **Tip: Use PRL/MRR to start fast, then create your own for a unique brand.**

Action step 1 : Decide WHAT YOU WANT TO SELL !



DECIDE WHAT TO SELL !

Checklist for Starting a Digital Template Business :

☞ Choose your niche.

If you can combine your passion, interest, skill and knowledge that is great. Do not overthink.(5 min.) Check next page (100 different templates

Research your niche on Etsy, Pinterest, Google to make sure there is a demand.

Analyze competitors & find a unique angle to stand out.

Your niche : _____

☞ Choose WHERE / HOW you are gonna sell your templates !

Option A : Etsy - Marketplace. A great starting point. You can easily track how your competitors are doing, by using everbee chrome extension. Keep in mind that the number won't calculate the discounts, so the income you see is usually 20-50 % lower.

Pros : Easy to get started. Will cost you about 15 \$ to get started. Etsy will drive traffic for you. Make your listing perfect. Once you nail some of your listings and you get both views and some sales you can scale with Etsy ads. If you have a poor listing, Etsy ads will not fix that.

Cons : Hard to stand out. Etsy fees about 6-8 %. No control of your customers and site. Etsy is in charge. If you violate their terms they can shut you down. Best for low - ticket items.



WHERE TO SELL YOUR TEMPLATES !

Decide where to sell your templates

Option B : Start your own website. Go with systeme.io. You can use their free account to get started. I use this myself and think it is truly the best platform to use, because you can create a website, 3 funnels and 2000 emails in their free account. Once you start to monetize you can upgrade on their plan.

Option C : My OWN Blueprint : Start with Etsy, because that will be the easiest way to get sales, if you don't already have a big following on social media. If you are established on social media my recommendation would be to go with your own website and promote your products to your followers.

If you not already have a big following I would suggest you to start with Etsy. That way you will get started faster and you do not need to drive your own traffic to convert.

The best option is probably to build both, which I do. But, choose one to start with, otherwise it will take some time before you are all set on selling both on Etsy and your own website.

I started on Etsy and took my bestsellers from Etsy, and now sell them on my own website.

Action step 2 :

I will start to sell on : _____



SOFTWARES YOU NEED TO CREATE & SELL

What you need to get started !

1.Create an Canva Account !

The number ONE tool you need is Canva. I use Canva for to create all my templates. Just go to Canva.com and create a account. I would recommend you to go with their Pro Account. If you are planning to create and sell templates and ebooks you need to create hyperlinks and that is ONLY available in Canva PRO.

2. Chat GPT

I use ChatGPT to improve my writing,spelling and as an idea generator. I want you to look at ChatGPT as your assistant. The better your prompts are, the better results it will give you. My recommendation is that you always include your own personal knowledge into what you create. That way you are creating your own unique digital assets.

3. Create your selling machine - ETSY !

If you decide to sell on Etsy. Create an account. Fill in all details. Important : Make sure to use all tags and create a good compelling description listing. Create an PDF - where you link your templates that your customers will receive. Test different mockups to see what kind of mockups are converting best.

Action step 3 :

- Create an Canva account
- Create an Etsy account or an [Systeme.io](https://systeme.io) account.



SOFTWARES YOU NEED TO CREATE & SELL

I've tried a lot of different digital tools to grow my online business, but the one I recommend is Systeme.io. If you're just starting out, you probably want the most affordable option—and the best part is, you can actually begin completely free.

With the free plan, you get:

- ✦ **3 funnels**
- ✦ **1 online course**
- ✦ **Up to 2,000 email contacts**

That means you can literally launch your business at zero cost, and simply upgrade later as you grow.

Personally, I started on the free plan and now I'm using one of their paid programs—totally worth it! I run my entire business there: email automation, courses/memberships, sales funnels, and even my website. Having it all in one place makes everything so much easier.

✦ **[CLICK HERE TO JOIN SYSTEME.IO FOR FREE !](#)**

To help you get started even faster, I'll also give you a **FREE lead magnet funnel**. You can simply plug in your own lead magnet, connect it to your funnel, and start building your email list right away—the same way I do it in my own business.

✦ **[CLICK HERE TO GET MY LEAD MAGNET FUNNEL !](#)**

Note : you have to sign-up for systeme.io before you can insert the funnel inside. You will find the funnel inside systeme.io. Go to sites and sales funnels.

Action Step 4 :

Your Brand Goals & Vision

Give a little thought about how you want your customers to experience when they are making business with you...

What do I want people to feel and experience when they use my products?

What long-term impact do I want my business to have on my customers and myself ?

Action Step 5 :

The Creation Part

1. Who am I creating my templates / worksheets for ? (audience)

2. What challenges do I solve with my templates ?

3. What makes my templates stand out ?



YOUR MARKETING CHECKLIST

I personally think marketing is more challenging than creating. Do not make it overwhelming. But use the checklist and start with your top priority for now. Then work progressively with the next thing.

Define Your Brand & Audience

- Clarify your brand voice, mission, and values.
- Identify your ideal customer (age, interests, struggles).

Create a simple brand kit (logo, fonts, colors).

- Create a professional website or landing page.
- Optimize your product listings with clear descriptions & keywords.
- Add trust signals (testimonials, guarantees, about page).

Use SEO for Visibility

- Research keywords using tools like Ubersuggest or eRank.
- Optimize Etsy listings, blog posts, and product pages.
- Add alt text to images and use searchable titles.

Leverage Social Media

- Choose 1–2 main platforms (Instagram, Pinterest, TikTok).
- Create and schedule content consistently (use tools like Buffer or Later).
- Post reels, carousel tips, and behind-the-scenes.
- Use hashtags and keywords in captions.



YOUR MARKETING CHECKLIST

Build an Email List

- Offer a freebie (lead magnet) to attract subscribers.
- Set up a welcome email sequence.
- Send weekly value-based newsletters.

Create Content That Attracts

- Share tips, how-tos, and success stories related to your niche.
- Repurpose content: turn blog posts into IG captions, or reels into pins.
- Use educational and relatable content to build trust.

7. Collaborate & Connect

- Partner with other creators for shoutouts or bundles.
- Engage with your community (comments, DMs, stories).
- Join Facebook groups or forums in your niche.

8. Use Paid Advertising (When Ready)

- Test small-budget Facebook or Instagram ads.
- Target your ideal audience with clear copy and offers.
- Track results and tweak regularly.

- **Track & Improve**

- Monitor your sales, traffic, and conversion rates.
- Use insights from Etsy stats, Google Analytics, or Systeme.io dashboards.
- Refine your strategy monthly based on what's working.



YOUR ACTION LIST TO GET STARTED

Action step 1 : Decide what your are gonna sell !

- Combine your passion, knowledge, struggles.
- Go to ChatGpt and give it prompts from your your experience and knowledge to come up with ideas.
- Go to Etsy and search for digital templates in your niche to make sure there are demand.
- Consider PRL/MRR templates if you want to get started fast and easy, without spending time on creation.

Action step 2 : Decide where you are gonna sell !

- Etsy, easy to get started, hard to be really successful.
- Your own website. [Systeme.io](https://systeme.io) to create your own website. Buy a domain. Take [systeme.io certification course for free.](https://systeme.io/certification-course)

Action step 3 : Create an Canva PRO Account

- Create your templates with help of ChatGpt or buy PLR/MRR.
- Create your mockups - the mockups inside Canva are pretty good.

Note : If you are starting with Etsy. Make sure to fill in all of the details. It is important. Do not rush this process. If you want a grab my Etsy guide, you can find it [HERE](#)

If you are setting up your own website, FOCUS on marketing. Choose a platform that you will comfortable with. Market your products. Do a MVP (Minimum Viable Product.) before you create a bigger course around a topic.

The main difference is that Etsy will drive traffic for you. That is why it is important to have everything nailed as, SEO, mockups product description and so on..



START YOUR ETSY SHOP - CHECKLIST

- 1 : Create your Etsy account and fill in ALL details correctly.
2. Fill in every detail you can. It will help with both SEO, and and your shop will appear more professional
3. Make your front page in Canva and a logo if you like.
Make it clear what you offer for your customers.
4. Create a thank you - promo code for that will be sent to customers after a purchase.
5. Create different listing categories for your listings.
6. List products consistently !
7. If you notice that some products take off, create more off similar products.
8. Do split testing. Copy your new listing with a different mockup. See what listing converts better.
9. Be super fast to respond to customers (use etsy's app)
10. Create bundles of several listings.
11. Invite people to your email list. Create with systeme.io
12. Fill in all tags, use both long-term keywords and some general keywords.

If you like a more comprehensive guide to sell on Etsy you can grab my guide [**HERE.**](#)

100 DIGITAL BUSINESS TEMPLATE IDEAS

Pick a niche that you are passionate about or something that you have experience of. If you have both knowledge, passion and experience it will be a great combination.

Niche : Business & Entrepreneurship

- Business plan template
- Social media content calendar
- Instagram post templates
- Branding mood board
- Client welcome packet
- Pricing guide template
- Invoice & receipt templates
- Lead magnet opt-in template
- Business card templates
- Affiliate marketing planner
- Email marketing template
- Sales funnel checklist
- Digital product launch planner
- Course outline planner
- Product description template
- Testimonial request form
- Etsy listing description template
- Freelance contract template
- Monthly revenue tracker
- Website copywriting template

100 DIGITAL BUSINESS TEMPLATE IDEAS

Pick a niche that you are passionate about or something that you have experience of. If you have both knowledge, passion and experience it will be a great combination.

Coaching & Personal Development

1. Life coaching workbook
2. Mindset reset journal
3. Limiting beliefs worksheet
4. Self-assessment coaching tools
5. Goal-setting template
6. Self-compassion journal
7. Daily reflection prompts
8. Confidence-building planner
9. Values discovery exercise
10. Life balance wheel
11. Relationship coaching template
12. Weekly check-in sheet
13. Self-coaching habit tracker
14. Career coaching workbook
15. Stress management journal
16. Morning routine planner
17. Positive affirmations cards
18. Inner child healing worksheet
19. Vision board template
20. 30-day challenge tracker

100 DIGITAL BUSINESS TEMPLATE IDEAS

Pick a niche that you are passionate about or something that you have experience of. If you have both knowledge, passion and experience it will be a great combination.

Education & Teachers

1. Lesson plan templates
2. Weekly classroom planner
3. Homeschool schedule
4. Student progress report form
5. Grade tracker
6. Classroom decor templates
7. Parent-teacher meeting notes
8. Editable flashcards
9. Daily classroom schedule
10. Reading log template

Wellness, Health & Fitness

1. Workout planner
2. Meal planner
3. Weight loss tracker
4. Daily water intake tracker
5. Menstrual cycle tracker
6. Fitness challenge template
7. Wellness journal
8. Meditation tracker
9. Symptom tracker (chronic illness, migraine, etc.)
10. Sleep hygiene planner

100 DIGITAL BUSINESS TEMPLATE IDEAS

Pick a niche that you are passionate about or something that you have experience of. If you have both knowledge, passion and experience it will be a great combination.

Home & Family Life

1. Weekly chore chart
2. Family calendar template
3. Budget planner for families
4. Kids routine chart
5. School lunch planner
6. Family goal planner
7. Monthly family meal planner
8. Kids behavior reward chart
9. Toy rotation planner
10. Morning checklist for kids

Weddings

1. Weddings & Events
1. Wedding planner checklist
2. Guest list manager
3. Seating chart template
4. Wedding budget spreadsheet
5. Bridal shower invitation
6. Bachelorette weekend itinerary
7. Wedding website copy planner
8. Event timeline planner
9. Vendor comparison chart
10. RSVP tracker

100 DIGITAL BUSINESS TEMPLATE IDEAS

Pick a niche that you are passionate about or something that you have experience of. If you have both knowledge, passion and experience it will be a great combination.

Spirituality & Mindfulness

1. Manifestation journal
2. Tarot reading journal
3. Moon phase tracker
4. Crystal grid template
5. Energy cleansing checklist
6. Gratitude journal
7. Shadow work prompts
8. Law of attraction template
9. Chakra healing planner
10. Full moon ritual guide

Online Products (if you have knowledge)

1. Etsy SEO keyword bank
2. Product mockup template
3. Etsy listing checklist
4. Product pricing calculator
5. Sales tracker spreadsheet
6. Etsy shop branding guide
7. Digital product creation planner
8. Customer FAQ sheet
9. Instagram carousel template for product promos
10. "Thank you" card insert for digital downloads

HOW TO USE CHATGPT TO CREATE YOUR EBOOK !

How to Use Your Knowledge + ChatGPT to Create a
High-Quality eBook

Step 1: Define Your Topic & Goal

Write down:

What you want to teach (e.g. “How to Start a Coaching Business”)

Who it’s for (e.g. beginner coaches)

What result the reader will get (e.g. launch their first offer)

Step 2: Outline Your Ebook

Use this prompt:

“Help me outline an ebook titled [insert your title] for [target audience] that helps them [desired result]. Keep it simple and actionable.”

Example:

“Help me outline an ebook titled Confident Coach Blueprint for new life coaches that helps them launch their first coaching offer.”

HOW TO USE CHATGPT TO CREATE YOUR EBOOK !

How to Use Your Knowledge + ChatGPT to Create a High-Quality eBook

Step 3: Write Chapter Content Using Prompts

For each chapter in your outline, ask:

“Write chapter [X] about [topic] in a friendly, practical tone. Include steps, tips, and a short summary at the end.”

You can refine it with your own ideas too. For example:

“Add a coaching question after each section.”

Step 4: Add Your Expertise . This is IMPORTANT !

Drop your real-life experience into the text:

Add stories, tips, examples

Ask ChatGPT to “expand this paragraph with examples from real life coaching situations”. You HAVE to make it unique.

There is

enough of general templates out there.

Step 5: Design It in Canva

Once your content is done:

Use a Canva ebook template

Copy-paste your text into the pages

Add icons, images, or mockups

FREE DIGITAL BUSINESS RESOURCES & TOOLS

Digital Resources that will help you to GROW & SCALE faster.
Check them out by clicking the links.

FREE

**1. CREATE YOUR FREE
SYSTEME.IO
ACCOUNT.**

👉 CLICK HERE !

**2. GET YOUR FREE
LEAD MAGNET FUNNEL**

**Note : create your
systeme.io account before
downloading your
Lead Magnet Funnel**

👉 CLICK HERE !

FREE

**👉 SYSTEME.IO
CERTIFICATION
COURSE FOR
FREE**

**👉 TAKE SYSTEME.IO
CERTIFICATION COURSE
FOR FREE
TO LEARN AND MASTER
THE PLATFORM. DO IT
YOURSELF !**

**LINK TO SYSTEME.IO
CERTIFICATION
COURSE.**

👉 CLICK HERE

MINI OFFERS TO GET STARTED !

THE DIGITAL TOOLBOX

The Digital Toolbox is a funnel premade in systeme.io. You can simply sign in for free to systeme.io and buy this funnel. This funnel includes PLR & MRR License, which means you can start reselling it TODAY, if you like..😎

THE REALLY GREAT THING ABOUT THIS OFFER THAT COSTS ONLY 7\$, IS THAT IT INCLUDES A WHOLE SETUP GUIDE, WHICH MEANS YOU WILL LEARN HOW EVERYTHING WORKS INSIDE SYSTEME.IO

Invest 7\$, get a complete funnel with video instructions, and YOU CAN then RESELL and MONETIZE, this same OFFER as many times you like.

GRAB IT FOR : 7 €

👉 CLICK HERE !

MY OWN PLR MEMBERSHIP COACHES PLR MEMBERSHIP

This is my own membership for Coaches & Experts that want to skip the creation part and want to get started fast & easy to sell templates online.

By joining you will get access 1000+ PLR Coaching Templates made in Canva, that you can resell on Marketplace or your website.



**ONE TIME PURCHASE - LIFETIME ACCESS
WITH UPDATES..🔥**

👉 CLICK HERE - TO CHECK IT OUT !

**MADE BY CERTIFIED ICF COACH
BEN WILLIAM**

LEARN HOW TO CREATE AND SELL

JOIN THE COACH & CREATOR COMMUNITY

👉 **LEARN HOW TO CREATE YOUR OWN TEMPLATES !**

👉 **HOW TO USE CHAT GPT FOR CREATION !**

👉 **FRAMEWORKS, SYSTEMS TO HELP YOU SELL**

👉 **A FUN, SUPPORTIVE WAY TO CREATE AND LAUNCH
YOUR ONLINE BUSINESS FROM ZERO TO
1 K/MONTH..🚀😊**

HOW TO CREATE & SELL
TEMPLATES ONLINE !

**Coaches
Creator
Community**

LET'S GROW TOGETHER
WHILE HAVING FUN !



Ben William

👉 **FREE 7-DAY TRIAL**

👉 **CLICK HERE - TO CHECK IT OUT !**

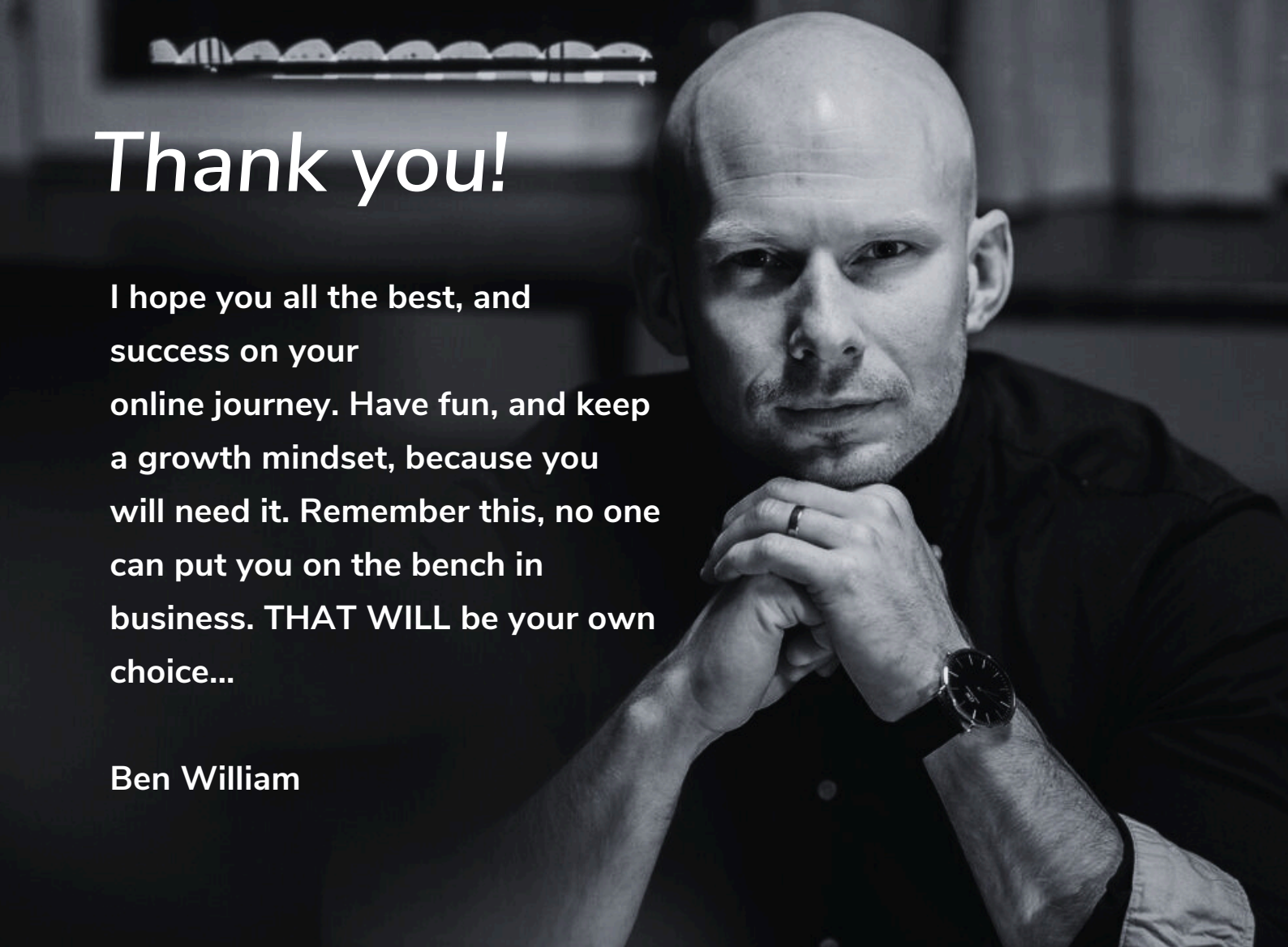
Some final tips.....from me

1. If you choose to do everything yourself, that is perfectly fine. The good thing is that you will learn a lot. Prepare yourself it will take longer than you think. I have done both the creation part and invested in programs. You will learn a lot by DIY, but it takes time. My tip : Go for both.

2. Do not fall for the quick rich talk. Treat it like a real business where you can be 100 % aligned with your values. After all that is what matters in the end. There is no point to create a business that is purely about the money.

3. Don't overhink. It is easy to think everyone else is more talented or successful. Just get started and publish. You will learn 10 times more when you are taking action. Commit to the process also when you don't feel like it. Don't rely on motivation. Keep working each day. The results will come.

If you like some more help to get started, check out my digital resources at www.benwilliam.com



Thank you!

I hope you all the best, and success on your online journey. Have fun, and keep a growth mindset, because you will need it. Remember this, no one can put you on the bench in business. THAT WILL be your own choice...

Ben William

Are you stucked on WHAT YOU need to do get started ?

**SEND ME YOUR QUESTION
THROUGH INSTAGRAM DM !**

CLICK HERE !

I will personally reply to EACH ONE !
