



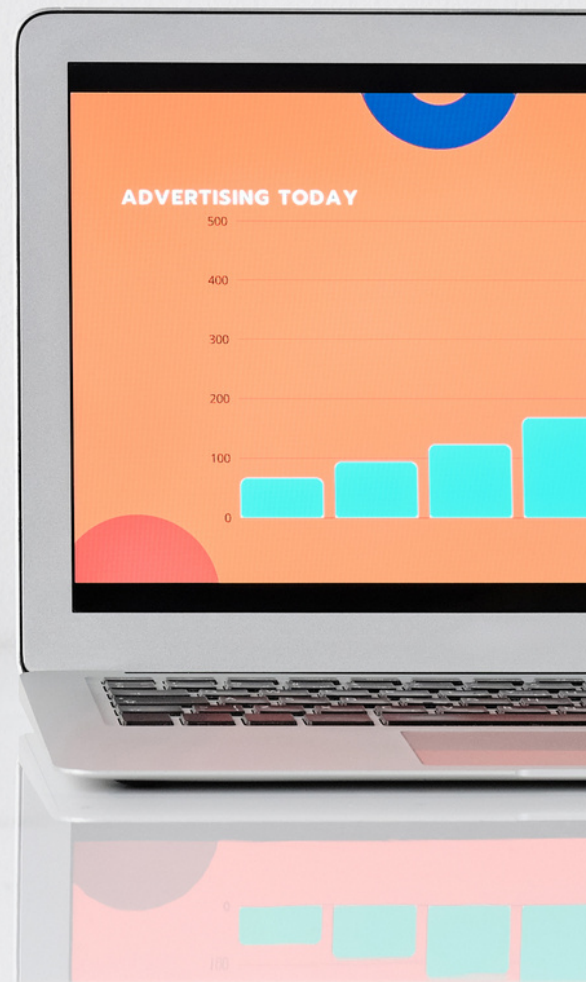
LULUVE DIGITAL

Digital Wealth

GUIDE

EVERYTHING YOU NEED TO CREATE A DIGITAL
PRODUCT THAT WILL SELL, & HOW TO SELL IT!

CREATE PASSIVE INCOME





HEY, I'M CAROLINA

Hi, I'm Carolina, currently living in Canada, and during my search for how to increase my income, I came across a very interesting Digital Marketing course because it has MRR, which means I have resale rights as if I had created it MYSELF. So welcome, I'll be here to teach you how to make money online by maximizing all digital resources.

LET'S GO, SEIZE THE MOMENT WHILE WE CAN!

Carolina V.

LET'S DO THIS!



The background of the image is a light, neutral-toned surface. On the left side, a portion of a laptop keyboard is visible, showing keys for 'delete', a hyphen/underscore key, 'return', 'shift', and arrow keys. To the right of the keyboard, a single grey keyboard key cap lies flat. Further to the right, a pair of gold-colored hoop earrings with a textured finish is positioned. The text 'IN THIS GUIDE' is centered in the upper half of the image in a large, white, bold, sans-serif font.

IN THIS GUIDE

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 so FUN!

Tag me on your Instagram story (@Rachellmedero) while you're working through this process! I'd love to see what you're up to!

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01: GETTING PREPARED

Before we start, I think it's important that you get familiar (at least somewhat) with the different tools we will be using. You can even go ahead and create your accounts if you'd like!

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 to get started. You may want to upgrade in the future (I eventually did) cause there are lots more options with the paid version, but start off with the free one.

Stan Store - this is where you'll be creating your sales page for your first product! Your stan store link is what will end up going in your bio when you're all finished. You will also be able to house other (external) links in your stan store such as Amazon affiliate links, books you love, etc.

(you get 14 days free with the link above, so wait to create this account until you have your product done and ready to list!)

StanStore will also be your email marketing platform! It's the one I use and I'm OBSESSED with it! The emails are beautiful, simple and highly readable!



02: 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 decide on a the perfect name, here are some things to consider:

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

When in doubt, using your name is never a bad idea! And a word of advice-- if your niche has do to with making money, choose something more unique than “makemoneywith__”. That handle is simply overused and will make you blend in. You want to STAND OUT in your niche and your handle is the first step.

Keep it simple and straight to the point.

But also, don't overthink this. You can change it later if you need to, so pick a name and LET'S GO!



04: DEFINING YOUR NICHE

Defining your niche is going to help you get crystal clear about WHO you are speaking to & who your product is helping.

What is a 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 20kg overweight to competition stage ready with your product. You only need to help them lose the first 3kgs. (This is just an example, of course)

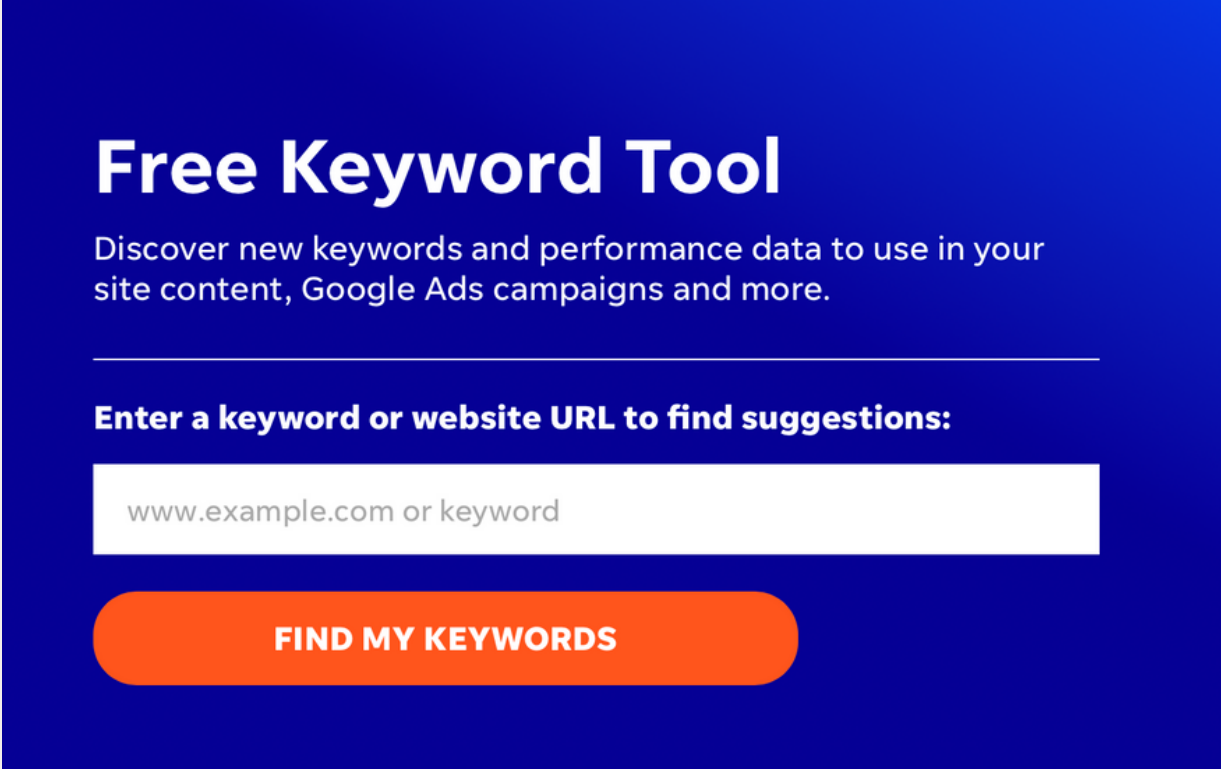


This will help you! I want you to write down ALL of the problems you can solve. Don't leave any stone unturned. This will also double as your product idea list.

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.

The image shows a screenshot of the Wordstream 'Free Keyword Tool' interface. It has a dark blue background. At the top, the title 'Free Keyword Tool' is in large white font. Below it, a subtitle reads 'Discover new keywords and performance data to use in your site content, Google Ads campaigns and more.' A horizontal line separates this from the input section. The input section has the text 'Enter a keyword or website URL to find suggestions:' in white. Below this is a white rectangular input field containing the placeholder text 'www.example.com or keyword'. At the bottom of the input section is a large, rounded orange button with the text 'FIND MY KEYWORDS' in white capital letters.

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

So I searched "digital products" and found out 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
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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 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

I help people make money online. (I can just hear the lightbulbs going off in your head right now)

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, and 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. (And trust me, the ideas won't stop coming!)

05: BRANDING

Let's get you the perfect branding to show off!

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

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

I chose clean and crisp colours for my branding. Cream, grey, and white are the main ones. I feel that it gives off a calming, concise, professional vibe.

Your brand 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? (energetic, 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?



05: BRANDING BASICS

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 inspiration from them!

Trust me, copying someone NEVER works. Take the principles they use and apply them to your own content, but never copy.

Colour theory

Different colours elicit different feelings in your audience, and also denote different things to them about YOU and your brand.

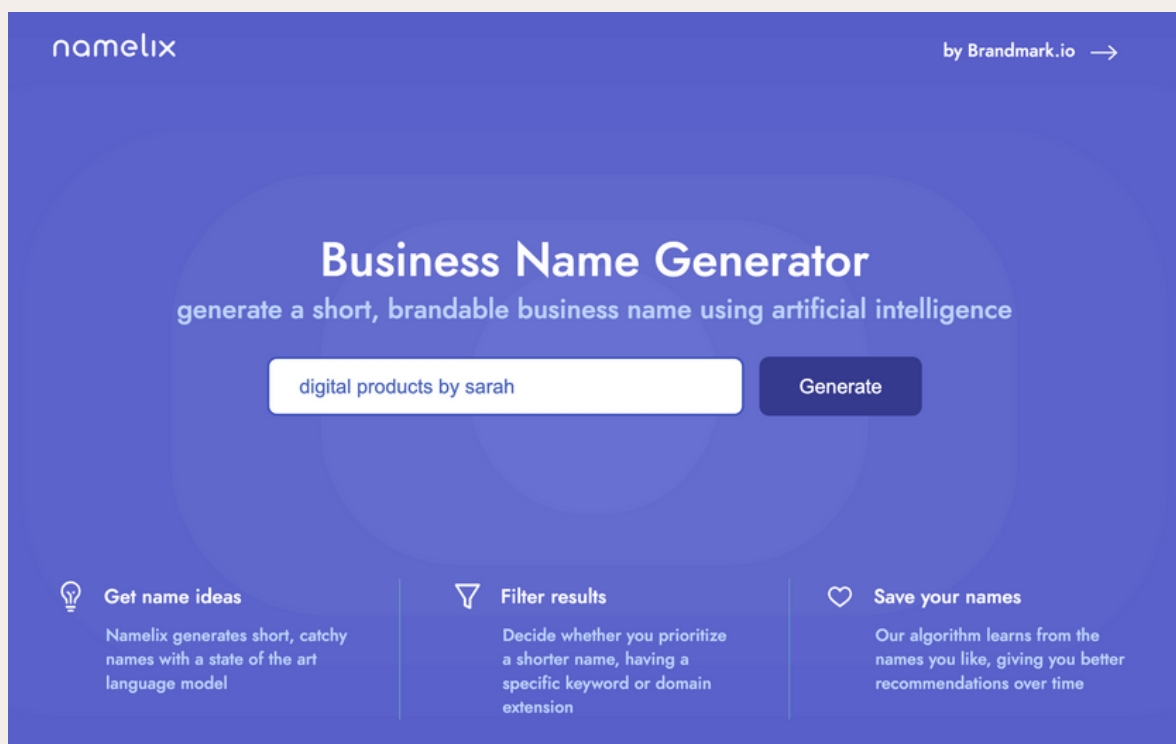


colour palette ideas



After psychology, you also want to take into account practicality. Make sure your text color is able to be read against your background color. (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 colors! 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 color palette and a mockup!



The screenshot shows the Namelix website interface. At the top left is the 'namelix' logo, and at the top right is 'by Brandmark.io' with a right-pointing arrow. The main heading is 'Business Name Generator' in large white text, followed by the subtitle 'generate a short, brandable business name using artificial intelligence'. Below this is a search input field containing the text 'digital products by sarah' and a dark blue 'Generate' button. At the bottom, there are three columns of information, each with an icon and a title: a lightbulb icon for 'Get name ideas', a funnel icon for 'Filter results', and a heart icon for 'Save your names'. Each column contains a brief description of the feature.

namelix by Brandmark.io →

Business Name Generator

generate a short, brandable business name using artificial intelligence

digital products by sarah Generate

 **Get name ideas**

Namelix generates short, catchy names with a state of the art language model

 **Filter results**

Decide whether you prioritize a shorter name, having a specific keyword or domain extension

 **Save your names**

Our algorithm learns from the names you like, giving you better recommendations over time

06: DOMAIN AND EMAIL

This is not a key step unless you would like a professional email name. We can work around this by implementing emails via Stan Store that will come from your business name.

The main reason you would choose to get a domain name isn't necessarily so you can set up a website right now. The main 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 something like this:
[oneword@yourdomainname].

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



07: COMING UP WITH YOUR PRODUCT IDEA

OK. So now that you have your niche (problem to solve), 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**? (I do NOT recommend the last one for your first digital product!)

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, coaching packets, etc.) that can be turned into digital products, you could start there!

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

Here's my **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!)



08 CHOOSING A NAME FOR YOUR 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 will love, guaranteed”

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



09 PRODUCT CREATION

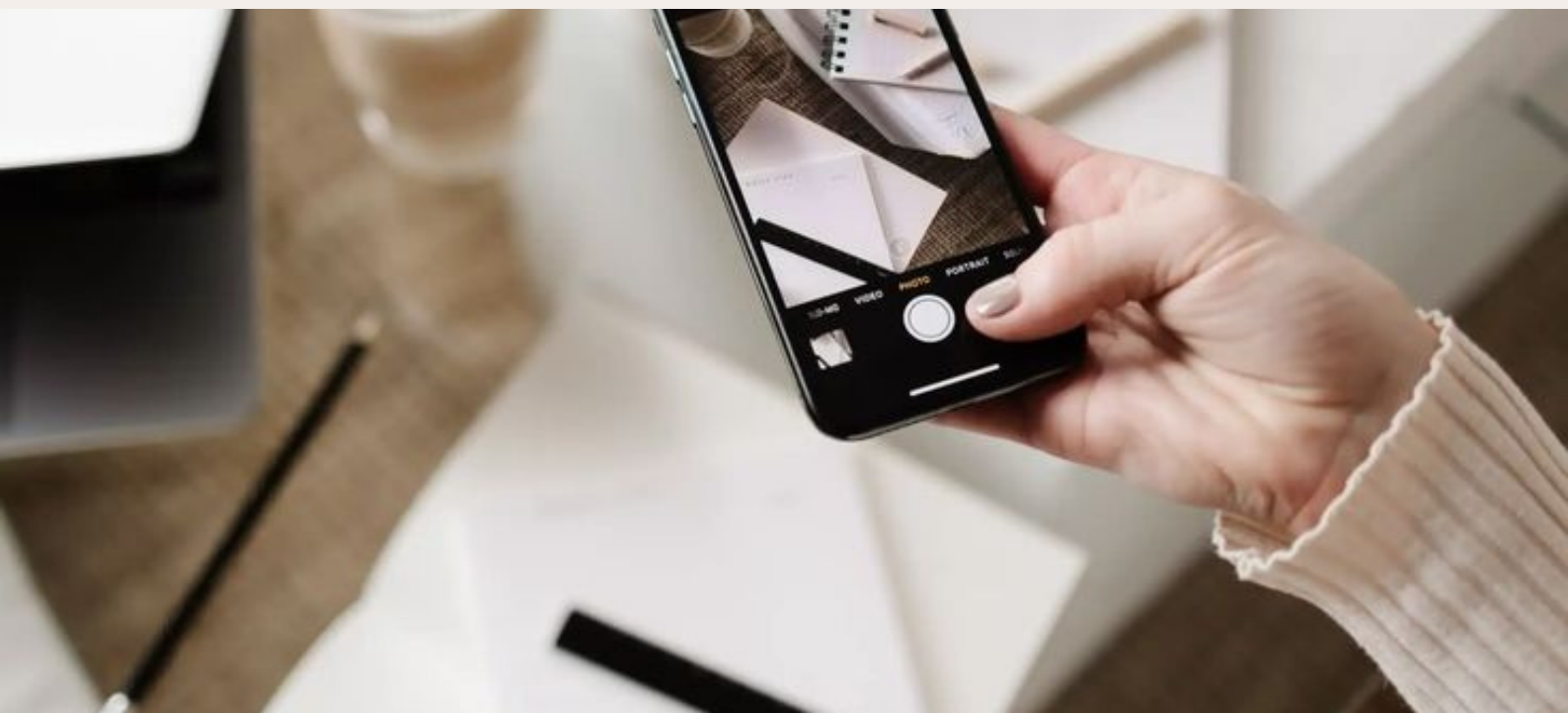
The most popular (and my personal favorite) place to create your digital products is **Canva!** Canva has free ebook templates (that can double as guide templates!) that are beautiful, and will really help you paint the vision and create a beautiful digital product.

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 like! I actually bought THIS template I'm using for this guide from etsy for about \$5! I searched "minimal ebook template" and was able to find one that perfectly fit my personality :)

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 creation (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!)



10 SETTING A PRICE FOR YOUR PRODUCT

Have you ever noticed that the price of most digital products ends in a 7? \$27, \$37, \$47, 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 \$157 (at least!), but I priced it at \$97. The value WAY exceeds the price! I also wanted to make sure that the “everyday mom”, college student, and young married couple could afford this without breaking the bank or stressing if she did NOTHING with it. (We all know how that goes....I have tons of things I've bought and never 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.

I like to keep my 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 for 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 swear 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!)



11 SCOPING OUT THE COMPETITION

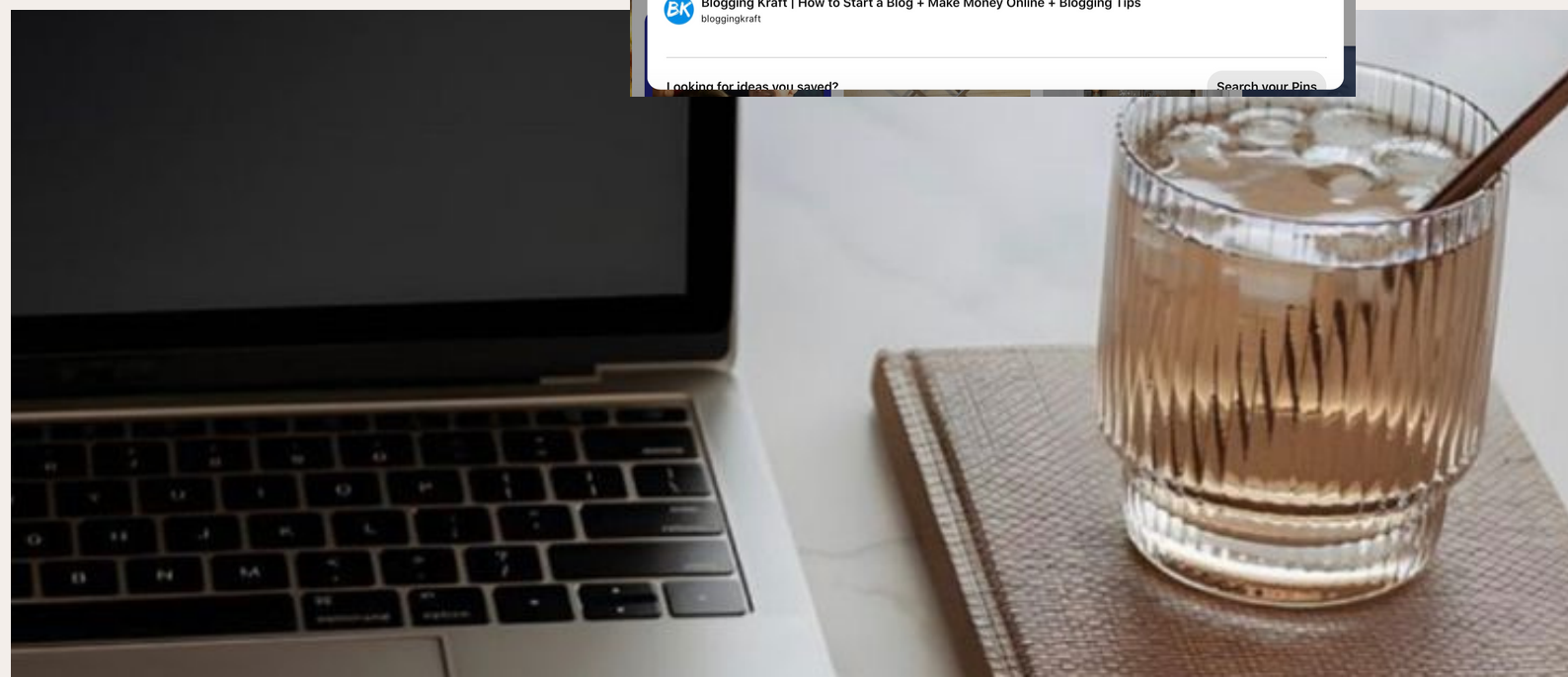
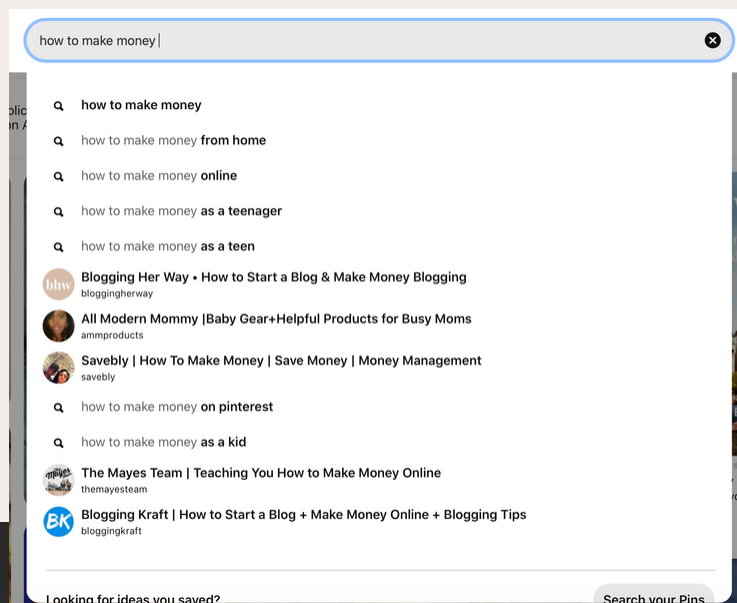
This part is really important, so don't skip it. ;)

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 exactly like theirs. (Been there done that....don't do it!)

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 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 the bio.



IF YOU HAVEN'T BY NOW..

It's time to start putting your actual product together!

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 organized 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 winging it, but doing it that way in the past has left me with A LOT of unfinished projects because they just start to seem super disorganized and overwhelming.

So, organize FIRST!

Then create.

Don't forget to use my [Digital Product Creation Planner](#) for help!

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 customers will have the Google Drive link when they purchase and will be able to access all of those updates as well.



12 MARKETING YOUR PRODUCT

The way I learned how to market my digital products was through a course that cost me \$497 (I still sell it and believe wholeheartedly in it! It comes with resell rights so you too can sell it as your 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, I just want you to focus on Instagram. Unless you're already familiar with other platforms like TikTok and Pinterest, in which case you can repurpose your content to drive traffic to your Instagram.

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



13 INSTAGRAM

When marketing your products on Instagram, **you have to keep in mind that Insta 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 weave your personality throughout your content!

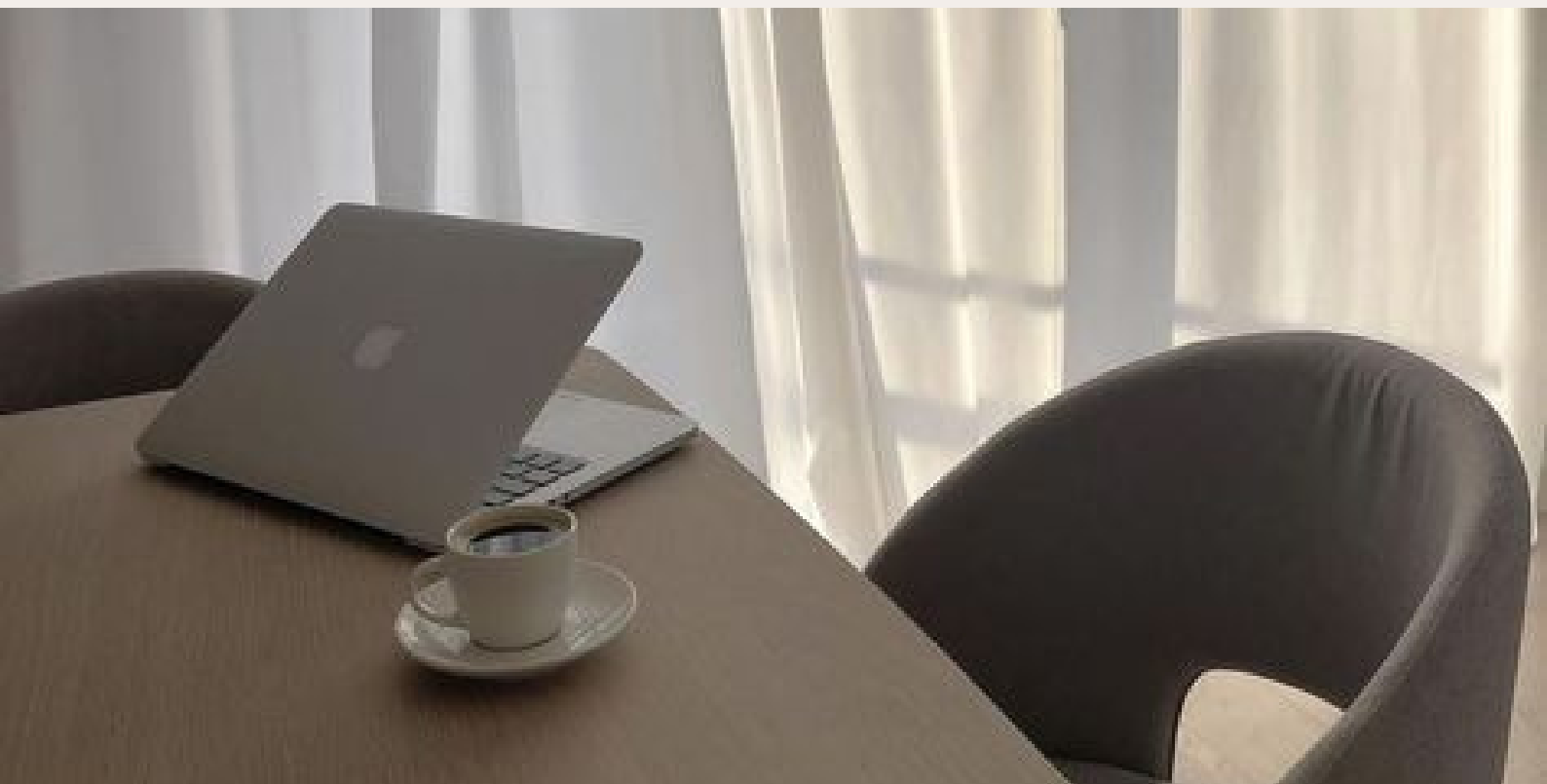
I recommend sticking to REELS (I haven't done a still picture post in a long time!), **and keeping your feed mainly business.** What I mean by that is----don't go putting videos of you and your friends at concerts with no context behind it and without tying it into your offer somehow.

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 content into both reels and stories by TELLING 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.



3 ACCOUNTS TO FOLLOW FOR INSTAGRAM TIPS



@EVELONGFIELD

trending sounds + hooks



@MISSCAROLINEFLETT

Instagram tips, tricks, and cool hacks



@HERCONTENTCOACH

AI and all things Chat GPT for content

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!

To illustrate, you can ask the audience to comment a keyword and my chat bot sends them more info automatically. While I SLEEP! That's why this is so helpful and so huge.

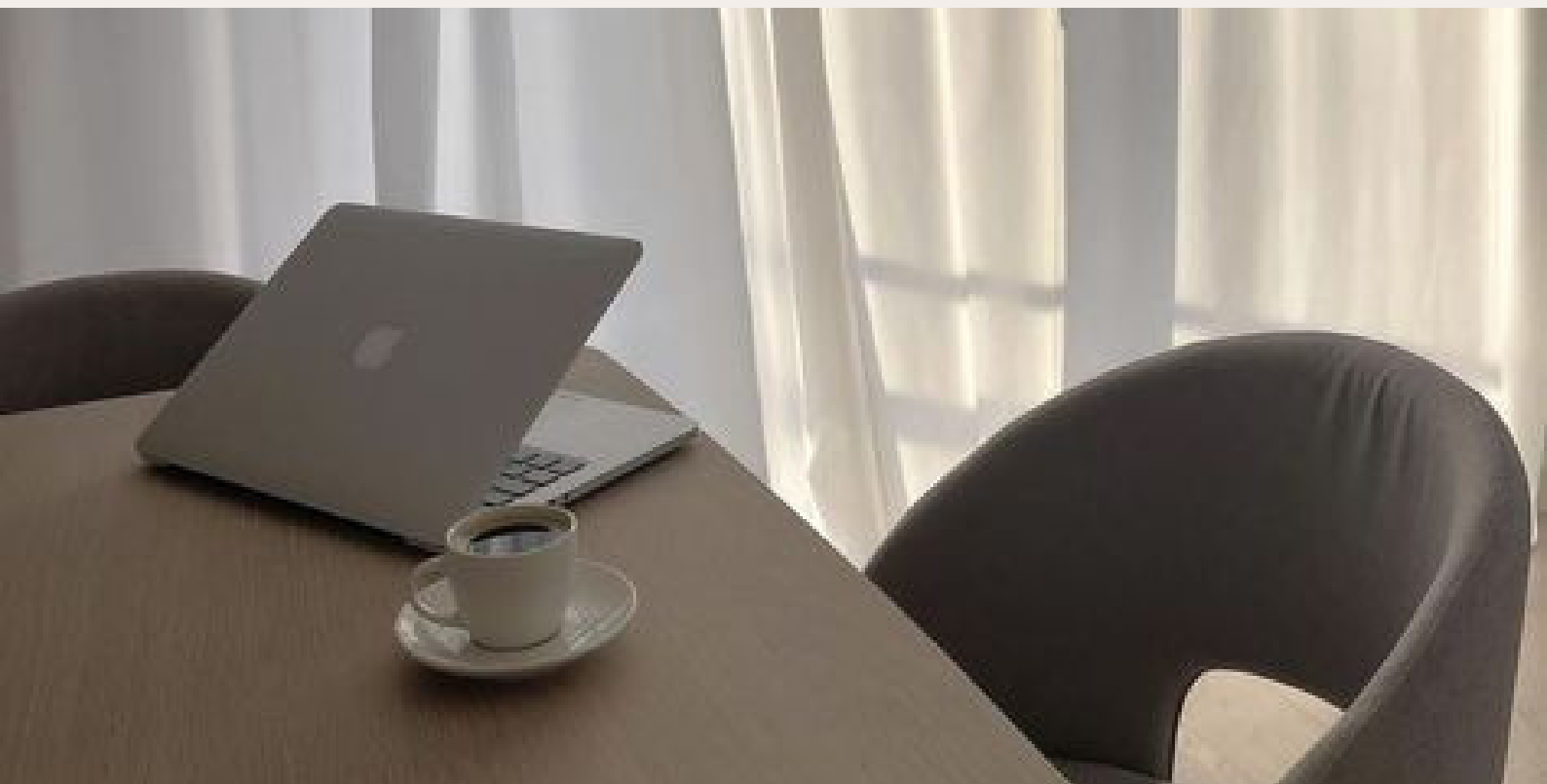
You can use the basic free version, but I will warn you, there are LOTS more features and flexibility with the paid version.

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

NOW WHAT?

Now start documenting your journey of creating your product. Start 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 launch your product.



14 YOUR EMAIL LIST EXPLAINED

Isn't email dead?

No way! 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!

I'm using Systeme.io. It offers a free plan for up to 2000 subscribers. You can try it [here](#).

Systeme.io is simple, easy to navigate, user-friendly and customizable. It's one of my favorite tools to use!



15 YOUR LEAD MAGNET

What's a lead magnet?

A lead magnet is another thing that is incredibly simple, yet so many people seem to be overcomplicating it.

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). You want it to be something that they'd actually pay money for! Something with some real actionable steps or tips or info.

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.



16 YOUR OPT-IN FORM

Your opt-in form is how you'll capture those email addresses in exchange for your valuable lead magnet.

You can set yours up beautifully using Flodesk!

1. Go to your flodesk account and click on FORMS. I like to use the social forms for my opt-ins.
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" so you know what that audience is there for and can keep track of who downloaded it.

You'll want to deliver your freebie through your StanStore email flows. What you'll do is go in and set up an email flow (AFTER you set up your audience) and then you will have the first email also contain the Google Drive link to your freebie.



17 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 free email series that you can have and tailor to your paid offer!

AND PS! 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.



19 LAUNCHING YOUR PRODUCT

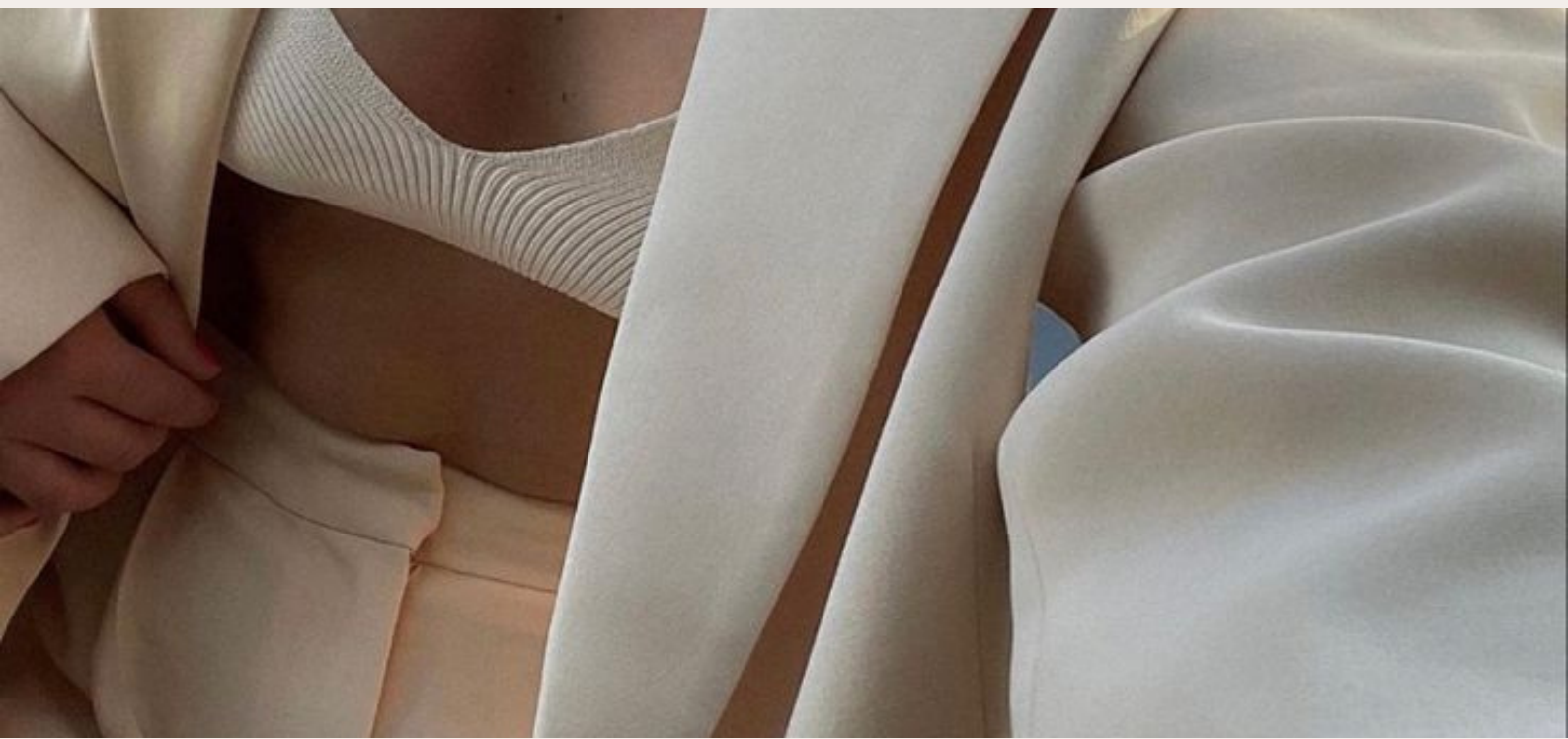
HERE WE GOOOOOO!

I am so excited for you to LAUNCH your first digital product, my friend. YOU DID THE HARD WORK, now time to execute the steps! And of course, continue to create content to drive traffic to your freebie and your offer. **(My Ultimate Reels Guide! will help with that! I'm telling you, go grab it if you haven't already!)**

So first, make sure you have your StanStore link in your bio on Instagram! Get in your stories and SHARE YOUR EXCITEMENT! Energy is sooo contagious! I swear, during my first month of selling my digital product so many people who purchased from me told me it was my ENERGY and EXCITEMENT that sold them first! 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 for you and your family. 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!



Start sharing your story!

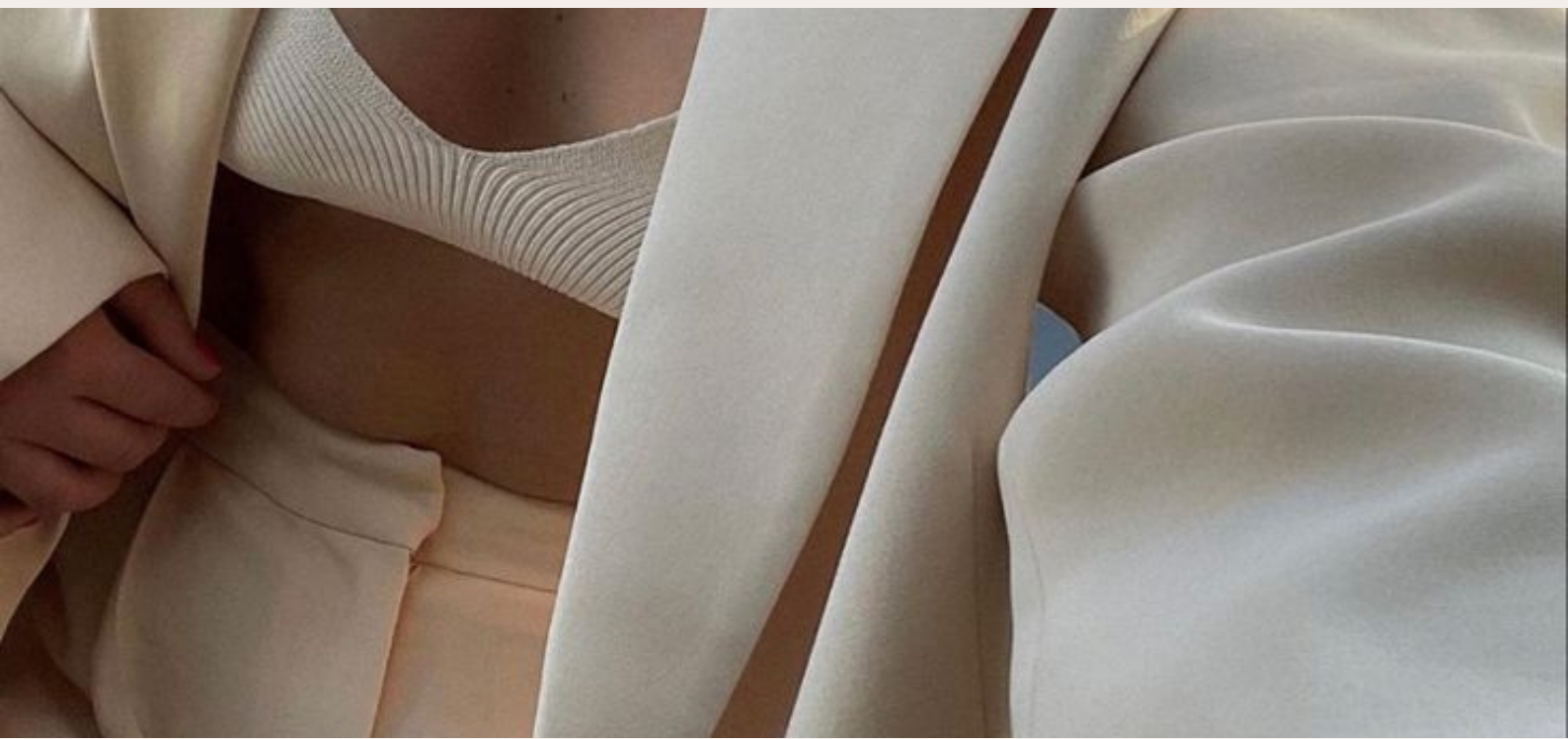
This is so vital! Start creating content and sharing your story now! Talk about why you created your product, what that method of solving the problem has worked for you, paint the picture for them.

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 reels a day, 6 stories a day, and interacting with comments, this can happen quickly. Let the compound effect happen in your favor.

So 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 that in DIFFERENT ways. (Please never copy, I am begging you)

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!



20 GOAL SETTING & MINDSET

How important is mindset to a 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 shitty 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 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.

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 always say AIM HIGH with your goals vs. low. Don't go for realistic. Be WILDLY UNREALISTIC. That's where the magic happens.



Congratulations

Congrats on getting started creating your own digital product!!
And not only that but doing the RESEARCH to make sure it sells! Please reach out to me on IG if you have any questions.

Also, I'd love it 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!

Carolina V.



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