



# YOUR STARTER GUIDE to **DIGITAL PRODUCTS**

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# *The SCOOP on* DIGITAL PRODUCTS

AND WHY YOU'LL WANT TO CREATE THEM

Digital products are products you create online and deliver electronically to your customer (like an ebook). The customer can download and print your product or use it digitally.

Literally anyone with a computer and access to the internet can create them.

They're an amazing way to monetize your audience, they make a great addition to your offer suite, they're perfect for reaching more people without trading more time for money and they're a great way to get more "perfect fit" leads for your higher ticket offers.

They are also ideal for generating passive income because you only need to create your digital product and sales delivery system once and then you can sell that product as many times as you want.

My buyers and I have generated 5-6 figures monthly from our digital products alone!

A large, bold, black number '5' that is partially cut off on the left side. It has a thick, modern, sans-serif style with a slight curve at the bottom.

# TYPES *of* DIGITAL PRODUCTS

That can be created easily in less than **30 days**.



# E-BOOKS

You can quickly and easily create a downloadable PDF that walks your customers through a process or strategy.

This is one of the most common styles of digital products. And for good reason. People love an easy-to-digest download that they can put into action right away and see results.

## RECOMMENDED

- **FOR:** All niches

## SUGGESTED TOOLS:

- Canva
- Google Docs
- MS Word

# PRINTABLES



Ebooks aren't the only downloadable PDF option. You can also create products your customers can download and then print.

These are fun and interactive and are typically focused on making people's lives easier by saving them time and energy.

Examples are daily planners, journal pages, event materials, meal planners and more.

## RECOMMENDED FOR:

- Lifestyle and wellness niches
- Event planners
- Educators/Coaches

## SUGGESTED TOOLS:

- Canva
- Google Docs

# TEMPLATES

Create digital templates that your customers can easily customize to make their own.

Think social media or webinar graphics, resume, ebook or project management templates.

These save your audience time, energy and money (*on design services*) so they're well-loved.

Just note, you'll need some basic design skills for this one! Just the basics. EZ!



## RECOMMENDED FOR:

- Design, branding and digital marketing niches
- Coaches and educators

## SUGGESTED TOOLS:

Canva  
Photoshop  
inDesign

# SPREADSHEETS



Create a fillable spreadsheet like a checklist, budgeting tool or calculator for your audience.

These are great tools to help your customers get organized, stay on track and measure progress.

They're also not as reliant on content and design which means you can create them quickly.

*"Don't need any design skills"*

## **RECOMMENDED FOR:**

- Finance professionals
- Educators and coaches

## **SUGGESTED TOOLS:**

Google Sheets



# MASTERCLASSES

You can pre-record a masterclass or workshop that educates and guides your audience within an area they need help with.

Typically this is a 1-2 hour video and an incredibly effective way to get in front of your audience and deliver information to show your expertise in way that's more personal.

**RECOMMENDED  
FOR:** Coaches  
Educators  
Service-based  
businesses

**SUGGESTED TOOLS:**  
Canva  
Zoom

# 70

## IDEAS *for* DIGITAL PRODUCTS

Organized by niche to get your creativity flowing.

## DIGITAL MARKETING

- Instagram story templates
- How to get your first 1000 Instagram followers
- The ultimate guide to Pinterest marketing
- Social media planner
- How to get started on TikTok

## REAL ESTATE

- How to stage your home to sell
- Real estate investing 101
- Home buying budgeting spreadsheet
- What to avoid when buying a home
- Intro to commercial real estate investment

## GRAPHIC DESIGN

- Social media templates
- Website design templates
- How to DIY your branding
- Basics of graphic design masterclass
- How to use Canva like a pro

## WELLNESS

- Weekly meal planner
- Guide to clear glowing skin
- 100 healthy recipes for picky toddlers
- Health and fitness progress tracker
- 25 DIY toxin-free skincare recipes

## CONTENT CREATION

- Photo presets
- How to take your own photos and videos as a creator
- iPhone video editing masterclass
- How to secure brand deals
- Brand pitch script templates

## LEGAL

- Contract templates for business owners
- Legal checklist for starting a business
- How to protect your digital assets
- Ultimate guide to writing your will
- Contractor agreement templates

## BUSINESS COACHING

- Offer launch checklist
- How to create your first online course
- The ultimate guide to passive income
- How to set up your coaching business in 90 days
- How to use Etsy to make an extra 5K per month

## PHOTOGRAPHY

- Lightroom presets
- The ultimate guide to product photography
- How to DIY your brand shoots
- The basics of photography masterclass
- 25 poses for awkward people

## EVENT PLANNING

- Wedding planning checklist
- Printable bridal shower games
- How to plan the perfect bachelorette party
- Event budget calculator
- Complete directory of wedding vendors in Vancouver

## FINANCE

- Personal budgeting spreadsheet
- How to file your own taxes
- The best way to set up your business finances
- Investing 101
- Business projections spreadsheet

## HOME

- The ultimate guide to minimalism in your home
- 30 DIY toxin-free cleaning product recipes
- How to decorate your home on a budget
- Easy home DIY updates
- Printable art for your home

## TRAVEL

- How to travel with kids
- Travel budget calculator
- Ultimate guide to travelling solo
- How to stay safe when travelling
- Printable travel checklists

## STYLE

- How to dress for your body type
- Ultimate guide to thrifting
- Closet essentials checklist
- Printable patterns to sew your own clothes
- How to become a personal stylist

## KIDS

- Potty train your toddler in 14 days
- How to home-school your kids
- Baby essentials budgeting spreadsheet
- Guide to baby-proofing your home
- Sleep training masterclass

# WHERE TO START

So ideally you're now gravitating towards one of these digital product options. Maybe you've got a little spark of an idea or you know exactly what you're going to create already. Maybe you're still unsure. Or maybe you're feeling overwhelmed because you're worried about how much time and energy they'll take to produce.

*If that's the case, I got you.*

I want you to look at what you already have, what you've already created, whether for your business or your life, that you could simply adjust and use or build on.

Do you have a checklist, cheat sheet, spreadsheet or template that has helped you simplify a process, save time or stay organized that you've already created?

Do you have a piece of content, like a blog post or a piece of social media content that helps your ideal client solve a problem they're facing? Look at how you can expand on it to acknowledge the struggle or problem, address the solution and help them achieve their desired outcome.

Have you gotten yourself a result? What were the steps you took to get there? Can you share them? Can you outline how you got from A to B?

Take a look at what you could use as your base then continue reading to find out what tools you need to move forward.

# *A little* REMINDER *first*

At this point you're either ready to devour the rest of this guide and dive into digital product creation mode, or you're feeling imposter syndrome sinking in.

I want to remind you that literally anyone can create a successful digital product. Yes, that means you!

What it comes down to, is making sure your product quickly and efficiently solves a problem your audience is facing and that your audience is willing to pay for the solution to that problem.

Don't overthink it. Don't overcomplicate it.

You have all the knowledge and skills required to create this.

All you need now is a step-by-step process so you don't waste time or energy and you maximize your profit.

Which is exactly what I'll show you.

# TOOLS *to get* STARTED

## CANVA, GOOGLE SUITE OR ZOOM

- These are the programs you'll use to create your product.
- **Canva** is perfect for creating ebooks, templates, printables and masterclass slides. You can also create your ebook in Google Docs.
- **Google Sheets** are ideal for any spreadsheets, budgets and calculators.
- **Zoom** is what you'll use to film your masterclass or workshop.

## RAKET.PH

RaketPH will act as your online store. This is where you'll host your digital product and where your customers will go to purchase it. You'll add your store link to your link in bio on your social media pages. RAKETPH is incredibly user-friendly so you don't need any tech skills to set it up.

## INSTAGRAM, TIKTOK, PINTEREST, FACEBOOK

Ideally you'll want to pick 2 social media platforms to market your digital product on at the beginning. If you feel like you can take on more than this, go for it, but I find it best to focus on 2 and expand once you have the strategies for those two on lock.

When choosing your platforms you'll want to take into consideration where you currently have an audience (no matter the size), where your ideal audience is hanging out and the focus of each platform.



# *The* POSSIBILITIES

Now if you're wondering, "Can I really make an income selling a low ticket digital product?"

Yes yes and yes. I'm proof of that and so are my clients.

I've been selling digital products, from ebooks to presets to templates and more, for over a year now and started with an audience of less than 10.

I've coached clients from different niches with different skills and different audience sizes on successfully creating and launching their own digital products.

So how about we look at just some of the results these clients have gotten...

# STAY CONNECTED



Follow me on Instagram and Tiktok **@ramdigitalbz** for more tips on leveraging digital products, canva designs, and Tiktok marketing to grow your business.

**let's connect!**

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CTTO : DOMINIC JENVER LAPUZ