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A QUICK GUIDE  
ON STARTING  
WITH

*digital*  
PRODUCTS

BRINGING IN PASSIVE INCOME WITH  
DONE-FOR-YOU DIGITAL PRODUCTS

**+100 DIGITAL PRODUCT IDEAS**



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*thank you!*

# HELLO THERE!

I'm a Digital Product entrepreneur and I'm living life on my own terms thanks to digital products.

I'm really happy you're joining me on this journey!

My biggest passion is helping people like you reach their goals, enjoy life, and spend time with loved ones!

I used to feel stuck in a 9-5 job until I found my first easy-to-sell product in 2024. Now, I make passive income daily, and digital products made it all possible.

That's why I'm excited to share this free guide to help you understand the digital product business and start making money online too. If I can do it, you can too!

*Let's get started!*

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Meet Alexa

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What Are Digital Products, MRR, PLR

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100 Digital Product Ideas



Hi, there! I'm Alexa.

I am a crafter, a Medical Technologist, a pianist, a piano teacher, and a choir instructor.

I used to be so passionate about running my business and was enjoying every bit of it until exhaustion slowly crept in because I was running the entire craft business solo.

I was handling everything - from purchasing stocks and managing inventory to marketing, updating customers, making the products, taking Insta-worthy photos, and even making deliveries.

And the cycle kept repeating.

I juggled this alongside my day job as a Medical Technologist in a tertiary hospital, teaching piano in the afternoons, and leading a choir on weekends.

In my country's medical field, relying solely on a salary means never quite reaching the dream of providing for our parents' retirement, let alone our own needs.

In my quest for a side hustle, I wanted something that could generate passive income.

But then I thought, how & where could I start an online business without having to show my face, being an introvert?

Thankfully, I stumbled upon Digital Products, which have transformed my life - and they can change yours too.

I allowed myself to be a beginner. I just took the leap of faith, courage, and the will to learn it.

Now, here I am, excited to share my knowledge I gained to help introverts/breadwinners/burnt-out employees escape their paycheck-to-paycheck cycle only to pay it on bills, debts, and with nothing left to spare.

♡ *Tigerlily Alexa*

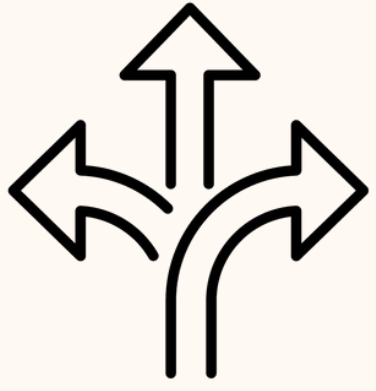
# WHAT ARE DIGITAL PRODUCTS?

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A digital product is any item or service that is delivered electronically, such as software, e-books, online courses, music, videos, or digital artwork. It exists in a non-physical form and can be easily distributed and accessed over the internet.

# WHY YOU SHOULD START A DIGITAL PRODUCT BUSINESS?



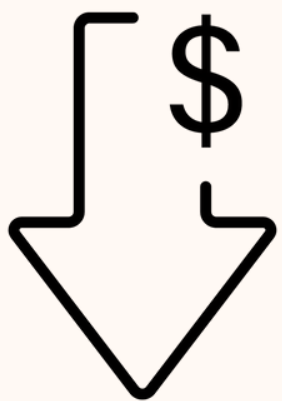
## **FLEXIBILITY:**

Selling digital products offers the flexibility to work from anywhere and tailor your business to your lifestyle.



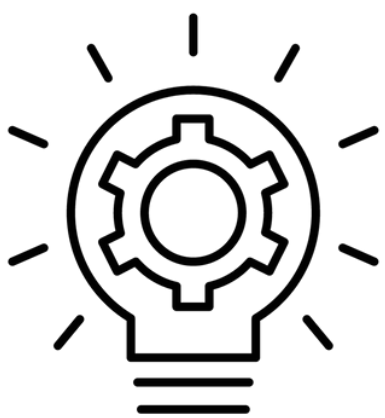
## **SCALABILITY:**

Digital products are highly scalable. Once created, you can sell them over and over again, generating a sustainable income.



## **LOW OVERHEAD COSTS:**

Selling digital products is very cost-effective, with minimal upfront expenses, making it a budget-friendly option.



## **MONETIZE YOUR EXPERTISE:**

Monetize your skills with the help of Canva, ChatGPT, etc., by creating and selling digital products in your niche, such as educational content.



## **PASSIVE INCOME:**

After setting up your products and backend, you can earn passive income (waking up to sales-notifications) with no additional effort.

# WHY IS DIGITAL MARKETING SO TRENDY RIGHT NOW?

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So now that we've covered what a digital product and how it works, you may be wondering...

"why is it SO popular right now"?

It is capturing the interest of both business owners and individuals because it eliminates the need for traditional marketing. It provides a broader global reach, cost-effective, interactive, and more!

## AS A DIGITAL MARKETER: THERE ARE TWO WAYS TO MAKE MONEY

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1. You can create and sell your own products
2. You can sell products that are already done for you that come with Master Resell Rights (MRR) or Private Label Rights (PLR) and receive 100% profit.



# WHAT IS MASTER RESELL RIGHTS (MRR)?

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Master Resell Rights means that you can legally resell and modify a digital product, and even sell the resell rights for that product.

When you purchase a product with MRR you can resell that digital product and keep 100% of the profit.

# WHAT IS PRIVATE LABEL RIGHTS (PLR)?

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Private Label Rights is even more unique because they are digital products that you have the option to edit, rebrand, add to or take away from and sell as your very own and of course keep 100% profit as well.

Most of the guides and workbooks I create and sell will not only have MRR attached but PLR as well.

This helps you get your business going 10x faster and gets income into your bank sooner than anything else.

**So before you go off and buy an MRR product or PLR please read the distribution rights carefully!**

# PHYSICAL PRODUCTS:

# DIGITAL PRODUCTS:

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♣ Profit margins:  
10-30%

♣ Profit margins:  
100%

♣ Delivery time:  
2-4 weeks

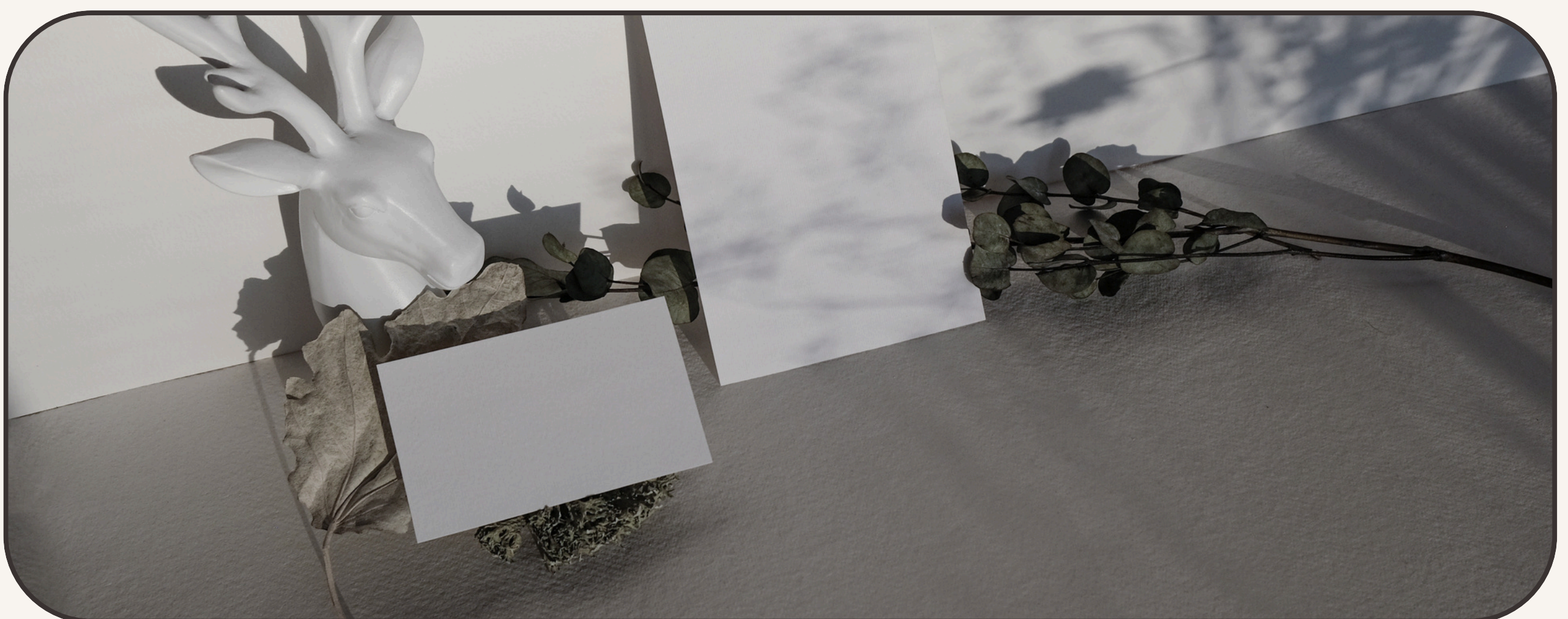
♣ Delivery time:  
Instant

♣ Startup cost:  
₱10,000+

♣ Startup cost:  
₱799+

♣ Product supply:  
Limited

♣ Product supply:  
Unlimited



# 6 STEPS TO GENERATE PASSIVE INCOME ONLINE

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We will discuss the following steps in detail:

01

**STEP 1:**  
DEFINE YOUR SKILLS

02

**STEP 2:**  
DETERMINE YOUR NICHE

03

**STEP 3:**  
IDENTIFY PAIN POINTS

04

**STEP 4:**  
COME UP WITH SOLUTION

05

**STEP 5:**  
BUILD YOUR BRAND & COMMUNITY

06

**STEP 6:**  
DEVELOP A MARKETING STRATEGY

# CHAPTER 1

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## DEFINE YOUR SKILLS

Knowing and using your unique skills sets your digital products apart in the market. Consider your expertise, experience, and knowledge in specific areas that can benefit others.

This is going to help attract your target audience.

It makes your offerings valuable and increases the chances that customers will choose them over others.

The questions on the next page will help you identify your skillset:



# DEFINE YOUR SKILLSET WITH THESE QUESTIONS

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## **WHAT ARE MY STRENGTHS?**

Consider the activities or tasks where you excel and feel confident.

## **WHAT DO OTHERS RECOGNIZE IN ME?**

Seek feedback from friends or mentors about your strengths and skills.

## **WHAT TASKS DO I ENJOY?**

Identify the tasks and activities you find enjoyable, often indicating a natural skill or interest.

## **WHAT HAVE I ACCOMPLISHED?**

Review your past achievements, both personal and professional, to recognize the skills you used to succeed.

## **WHAT CHALLENGES HAVE I OVERCOME?**

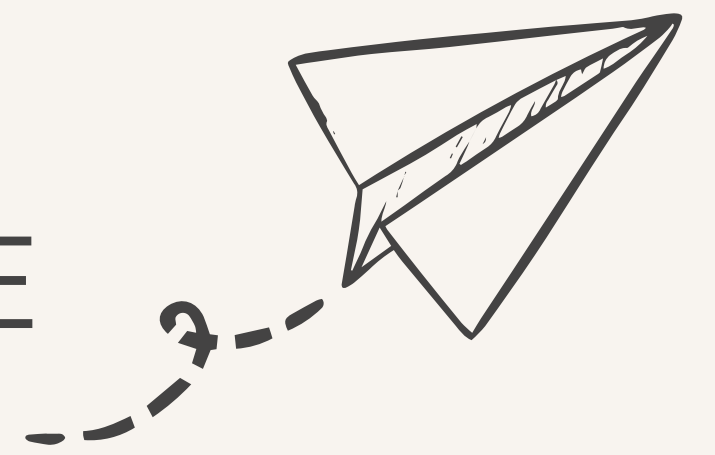
Reflect on challenges you've faced and the skills you developed to overcome them.





# Reflection

## CHOOSING A NICHE



WHAT ARE YOUR *passions*

*Skills*

*Expertise*

WHAT *problems/needs*  
DOES YOUR  
TARGET AUDIENCE HAVE?

WHO IS YOUR  
*target audience*

HOW CAN YOU *solve*  
THEIR PROBLEMS

# CHAPTER 3

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## IDENTIFY PAIN POINTS

Recognizing and understanding the challenges, frustrations, or problems that potential customers experience is crucial in identifying pain points.

These pain points represent the areas where people may encounter difficulties, inefficiencies, or unmet needs, which your digital product aims to address and solve.

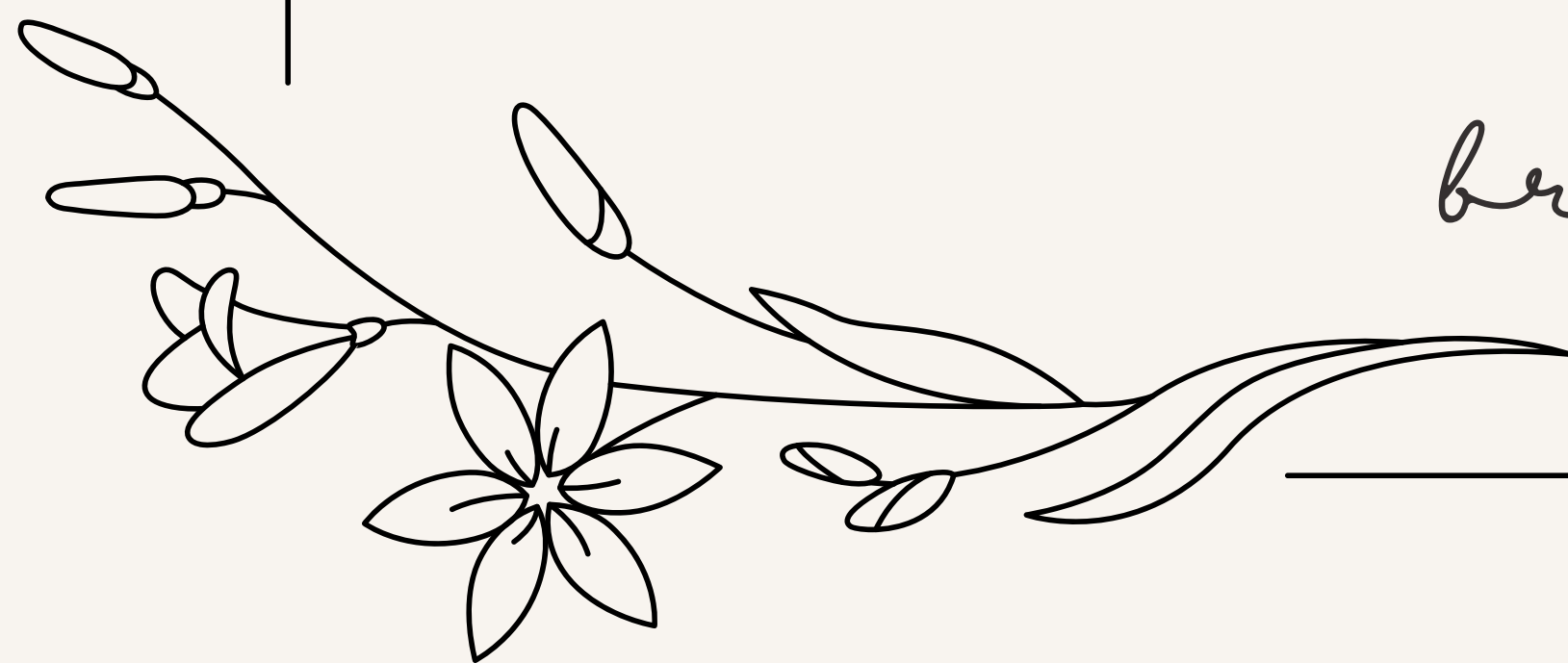
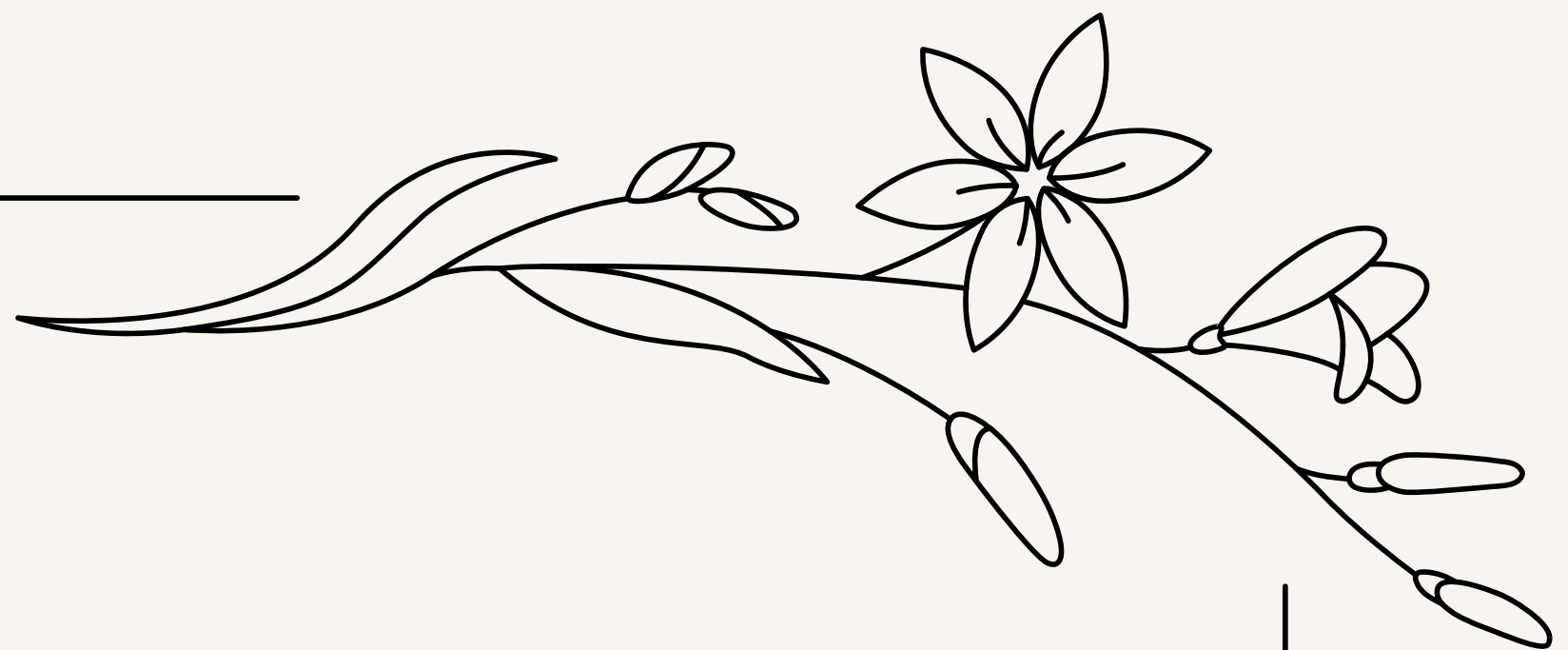
By finding these pain points, you can tailor your marketing and product messaging to highlight how your digital product provides value and solves the problems your target audience is facing.

- **My niche:**

- **Challenges / Problems in my niche:**

- **Problems I want to solve / How I want to help:**

*brainstorming  
box*



# CHAPTER 4

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## COME UP WITH THE SOLUTION

Once you have **identified the problems**, it's time to develop **solutions** that provide **value** and **meet the needs** of your audience.

Whether it's through **digital products, online courses, consulting services, or coaching programs**, create offerings that offer tangible solutions and **help** your audience overcome **their challenges**.

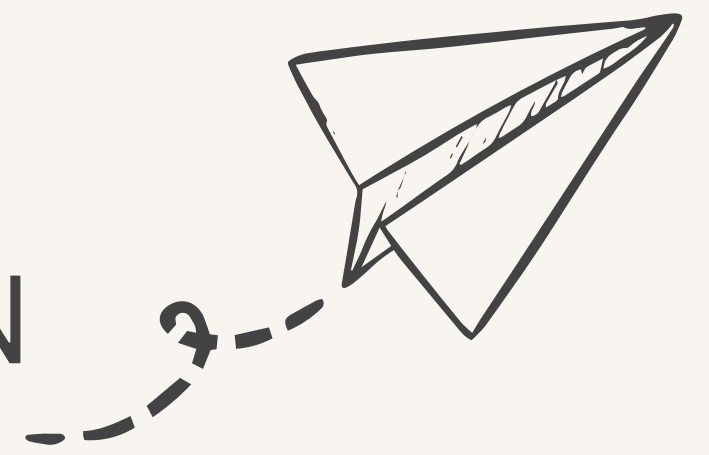
Focus on delivering **high-quality** content and **actionable strategies** that **empower** your audience to achieve their **goals**.





# Reflection

## PRODUCT CREATION



YOUR *product* TYPE

EBOOK

PDF FILE

TEMPLATE

VIDEO COURSE

WORKSHEETS

PLANNER

*platform*

YOU WILL CREATE YOUR PRODUCT

CANVA  GOOGLE SHEETS

CAPCUT  NOTION APP

*present*

YOUR OFFER

*platform*

YOU WILL SELL YOUR PRODUCT

WEBSITE

SOCIAL MEDIA

E-COMMERCE PLATFORM

OTHERS: (SPECIFY)

*name*

OF YOUR PRODUCT

HOW CAN YOU

MAKE IT *unique*

# CHAPTER 5

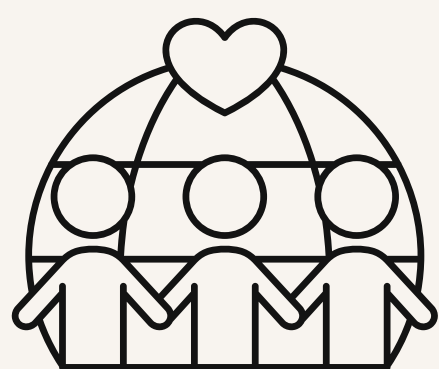
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## BUILD YOUR BRAND & COMMUNITY

Defining a **clear and authentic** brand identity is an important step to start building your **brand and community**. This involves these points:



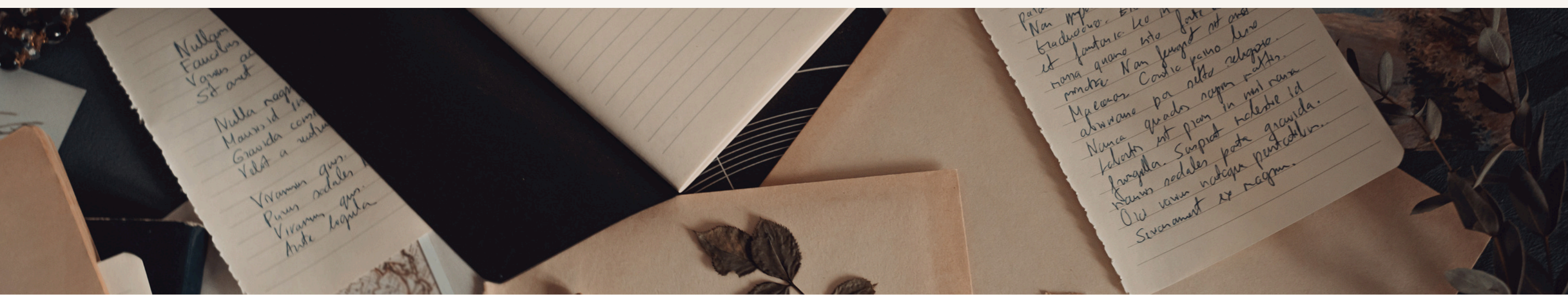
- **Engaging Content:** Create and share content that resonates with your target audience. Whether it's informative, entertaining, or inspiring, engaging content fosters a sense of community.



- **Community Platforms:** Choose the right platforms to build and engage with your community. This could include social media, forums, or other online spaces where your target audience is active.



- **Two-way Communication:** Encourage open communication with your audience. Respond to comments, feedback, and messages, making your community feel heard and valued.



# YOUR BRAND AND COMMUNITY LONG-TERM SUCCESS FORMULA

A)

## **TRUST AND CREDIBILITY:**

A strong brand builds trust, enhancing customers' likelihood of choosing and recommending your products.

B)

## **CUSTOMER LOYALTY:**

An established brand & community foster loyalty, encouraging customers to stay engaged with your products over the long term.

C)

## **DIFFERENTIATION:**

A unique brand sets you apart from competitors, making it easier for customers to recognize and choose your offerings.

D)

## **MARKET POSITIONING:**

Building a brand helps position your business in the market, communicating a unique value proposition to potential customers.

# CHAPTER 6

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## DEVELOP A MARKETING STRATEGY

You can employ numerous marketing strategies to **promote** your products, services, or brand.

**Social media** and **email marketing** are the most important **monetizing strategies**. Use social media to drive **traffic** to your offers.

Promote through platforms like TikTok, Instagram, and Pinterest. Social media lets you **attract**, **connect**, and **interact** with your target audience.

Set up your **email flow** for targeted campaigns. Collect emails through lead generation and provide valuable content, promotions, or updates. Create a sequence that addresses challenges and guides your audience in purchasing.



# WHAT IS DONE-FOR-YOU (DFY)?

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**Now it's getting really exciting!**

A "Done-for-You" (DFY) digital product with **Resell Rights** is a **pre-made** product (like a template, guide course, planner, etc.) that allows customization and **resale**.

It is a **revolutionary business model** that enables you to earn money **without any special skills, prior experience**, or even a product or service you need to create on your own!

While business models (MLMs/affiliate marketing) meet this need, **none** offer as much **ownership** as when purchasing a **done-for-you product that comes with resell rights**.

The big advantage is that you can modify, resell, and **FULLY** profit from this product, meaning **you don't owe anyone a portion of your sales**.



# STEPS TO GETTING STARTED

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01

## **FIND A DFY PRODUCT:**

Exciting news! At the end of this freebie, you will find my value-packed guide ready to be sold.

02

## **MAKE IT YOURS:**

Add your branding and voice, thinking about your target audience.

03

## **SET YOUR PRODUCT PRICE:**

Let's do the math: selling a ₱2k product once a day means ₱60k monthly! (*crazy right?*)

04

## **DRIVE TRAFFIC TO YOUR STORE:**

Use social media or promote a freebie to grow your email list.

05

## **START MAKING PASSIVE INCOME:**

Live your life while money comes in, whether from a short Reel or an automated email.

# WHAT'S NEXT?

I'VE JUST GIVEN YOU THE **EXACT STEPS AND STRATEGY** THAT I USE IN MY CURRENT BUSINESS THAT MAKES ME 5 FIGURES A MONTH AND ALLOWS ME TO LIVE LIFE ON MY TERMS!

LISTEN, IF I CAN DO IT, **YOU CAN DO IT TOO!**  
YOU JUST HAVE TO START, AND **EVERYTHING ELSE WILL FOLLOW!**

**START SELLING DONE-FOR-YOU DIGITAL PRODUCTS TO CREATE A PASSIVE INCOME STREAM WITH THE GUIDANCE OF MY**

## **DIGITAL WEALTH GUIDE:** **A DIGITAL PRODUCT BLUEPRINT**

**SET UP EVERYTHING WITH EASE AND RESELL IT FOR 100% PROFIT!**



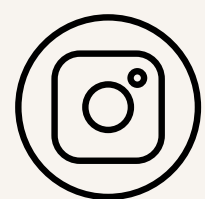
**GRAB IT HERE!**



# NEED SOME HELP? LET'S CHAT

Have any questions about this guide or digital products? Send me a direct message on Instagram or email me.

I would love to connect.



[@digital.era.ph](https://www.instagram.com/digitalera.ph)



[alexa@digitaleraph.com](mailto:alexa@digitaleraph.com)



*Tigerlily Alexa*

# 100 DIGITAL PRODUCT IDEAS

FOR BEGINNERS!



# BUSINESS/FINANCE

1. Financial Planning Workbook
2. Resume/CV Templates
3. Consulting Service Packages
4. Client Onboarding Templates
5. Business Budget Spreadsheets
6. Investing 101 Ebook
7. Legal Document Templates
8. Business Proposal Templates
9. Debt Reduction Checklist
10. Career Development Masterclass

# SOCIAL MEDIA/DIGITAL MARKETING

1. Social Media Content Calendar
2. Email Marketing Templates
3. Instagram Post Templates
4. Tik Tok Content Ideas
5. SEO Checklist
6. Branding Blueprint
7. Digital Marketing How To Guides
8. Digital Product Mockups
9. Podcast Launch Checklist
10. Marketing Strategy Guides

# HEALTH AND WELLNESS

1. Fitness Planner Templates
2. Meal Planning Templates
3. Sleep Tracker
4. Holistic Health Ebook
5. Weight Loss Tracker
6. Healthy Cooking Mini Course
7. Mental Health Journal & Workbook
8. Wellness Journal
9. Recipe Ebook
10. Fitness/Exercise App

# GRAPHIC DESIGN

1. Website Templates
2. Logo and Branding Kits
3. Font Bundles
4. Customizable SVG Files
5. Photo Editing/Lightroom Presets
6. Digital Papers for Scrapbooking
7. Clipart Collections
8. Product Labels
9. Digital Stickers
10. Wall Art Printables

# EDUCATION

1. Flashcard Sets
2. Study Planner Templates
3. Educational Games for Kids
4. Language Learning Packs
5. Homeschool Worksheets
6. Learning to Read/Write Printables
7. Crossword Puzzles for Kids/Adults
8. Math Worksheets for Kids
9. Online Mini Courses for Adults
10. 30 day How to Email Challenge

# FAMILY & PARENTING

1. Kids' Activities Printables
2. Family Budget Planning Spreadsheet
3. Family Game Night Templates
4. Parenting Tips Ebook
5. Family Chore Chart
6. Vacation Savings Tracker
7. Birthday Party Theme Printable Kit
8. Pregnancy Journal
9. Family Meal Planner
10. Family Goal Worksheets

# PERSONAL DEVELOPMENT

1. Affirmation Cards
2. Vision Board Templates
3. Guided Meditation Audios
4. Manifestation Journal
5. Habit Tracker Templates
6. Gratitude Journal
7. Self Care Planner
8. Self Help Ebooks
9. Self Confidence Mini Course
10. Motivational/Introspection Journal Prompts

# TRAVEL

1. Packing Checklists
2. Travel Budget Spreadsheets
3. Travel Itinerary Templates
4. Travel Photography Guide Ebook
5. Packing Checklists
6. Travel Gear Guide
7. Trip Bucket List Ideas
8. Travel Scrapbooking Template
9. Travel Photography Shot List
10. Destination Specific Food Recommendation App
11. Custom Location Maps

# BEAUTY/FASHION

1. Skincare Routine Checklists
2. DIY Skincare Recipes Ebook
3. Beauty Product Reviews Guide
4. Customizable Makeup Charts
5. Hairstyle Tutorial Videos
6. Nail/Beauty Salon Instagram Posts
7. Salon Promotional Flyers
8. Natural Skincare Guide
9. Sustainable Fashion Brands Directory
10. Wardrobe Organizing Services

# HOME & GARDEN

1. Hydroponics Gardening Workshops
2. DIY Solar Panel Installation Guide
3. How to Grow Indoor Herb Garden Kits
4. Composting Made Easy Course
5. Organic Pest Control Solutions Workbook
6. Sustainable Landscaping Mini Course
7. Gardening for Kids Activity Kits
8. Garden Shed And Greenhouse Build Plans
9. Garden Plant Identification App
10. Decluttering and Minimalism Workshops