

FREE STARTER KIT

BEGINNER GUIDE TO
DIGITAL
PRODUCTS

by Grace Creatives
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WELCOME

Hello,

I'm excited to have you here! Your interest in the digital realm and its potential for you, your business, and your community is fantastic. I know embarking on something new can be daunting, but I'm here to simplify things, showcase the opportunities, and help you get a head start.



If you're keen on generating passive income, connecting with your community in a new way, and attracting ideal leads for your high-value offers, you're in the right spot.

In this guide, I'll offer insights into digital products, five types you can create and sell within a month, 70 ideas categorized by niche, the essential tools, potential opportunities, and how to kickstart your journey.

Let's dive in!

Grace

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5 TYPES OF DIGITAL PRODUCTS

AND WHY YOU'LL WANT TO CREATE THEM

Digital products refer to items created online and delivered electronically to customers, such as ebooks. Customers can **either download and print these products or use them digitally.**

Anyone with internet access and a computer can create digital products.

They offer a fantastic opportunity to monetize your audience, complement your existing offerings, help you reach a wider audience without trading more time for money, and attract more suitable leads for your higher-priced offers.

Additionally, **they are perfect for generating passive income since you only need to create the digital product and sales delivery system once,** enabling you to sell the product multiple times.

Both my students and I have achieved monthly five-figure earnings solely from our digital products!

5

TYPES of
DIGITAL
PRODUCTS

That you can do in less than a month!

E-BOOKS

You can effortlessly generate a downloadable PDF guide that directs your customers through a process or strategy. This format is widely used in digital products for a compelling reason. Users appreciate a straightforward download that they can promptly implement and witness immediate results.

RECOMMENDED FOR: Applicable across all industries or niche
SUGGESTED TOOLS: You can use Canva For graphics and editing and Google Docs for your draft

PRINTABLES

Ebooks are not the sole downloadable PDF choice. Another option is to design products that customers can download and print.

These interactive items aim to simplify people's lives by helping them save time and effort. Examples include daily planners, journal pages, event materials, meal planners, and more.

RECOMMENDED FOR: Educators or Coaches

SUGGESTED TOOLS: You can use Canva for graphics and editing and Google Docs for your draft

TEMPLATES

Offer digital templates for easy customization by customers, such as social media graphics, resumes, and project management tools, saving time and money on design services. Basic design skills are required.

RECOMMENDED FOR: Digital branding, graphic design, and marketing niches

SUGGESTED TOOLS: You can use Canva for graphics and editing and CHATGPT for content creation

SPREADSHEETS

Develop a fillable spreadsheet that serves as a checklist, budgeting tool, or calculator for your target audience.

These tools are excellent for assisting customers in organization, keeping them on course, and tracking their progress. Additionally, they are less dependent on content and design, allowing for quick creation.

RECOMMENDED FOR:

Financial Advisors

SUGGESTED TOOLS:

Google Sheets

ONLINE COURSES

You have the option to pre-record a masterclass or workshop that educates and guides your audience in areas where they need assistance.

Usually lasting 1-2 hours, this video is a highly effective method to engage with your audience and showcase your expertise in a more personalized manner.

RECOMMENDED FOR: Coaches and Educators

SUGGESTED TOOLS: You can use Canva for graphics and editing and ZOOM for teaching purposes

50+

IDEAS *for*
DIGITAL
PRODUCTS

DIGITAL MARKETING

- Instagram story templates and guides on gaining Instagram followers, Pinterest marketing, social media planning, and starting on TikTok.

REAL ESTATE

- Tips for staging your home to sell
- Basic principles of estate buying spreadsheet
Common pitfalls to avoid when purchasing a home
-
- An introduction to commercial real estate investment

GRAPHIC DESIGN

- Social media and website design templates, branding DIY guide, graphic design basics, and Canva pro tips.

WELLNESS

- Weekly meal planner, guide to clear skin, 100 healthy recipes for picky toddlers, health & fitness tracker, and 25 DIY toxin-free skincare recipes.

CONTENT CREATION

- Revealing photo presets, mastering iPhone video editing, securing brand deals with pitch script templates.

LEGAL

Business resources:

- Contract templates
- Legal checklist for business start-ups
- Protecting digital assets
- Writing a will guide
- Contractor agreement templates

BUSINESS COACHING

- Launch checklist, creating online courses, passive income guide, starting coaching business in 90 days, using Etsy for extra income.

PHOTOGRAPHY

- Lightroom presets, product photography guide, DIY brand shoots, photography masterclass, and poses for awkward individuals.

EVENT PLANNING

- Wedding planning checklist, printable bridal shower games, tips for a perfect bachelorette party, event budget calculator, and directory of wedding vendors in Vancouver.

FINANCE

- Personal budgeting, tax filing, business finance setup, investing basics, and business projections are key topics.

HOME

- Guide to minimalism in home decor, DIY toxin-free cleaning products, budget-friendly home decoration tips, easy DIY home updates, and printable art ideas.

TRAVEL

- Tips for traveling with kids, budget calculator, solo travel guide, staying safe while traveling, and printable travel checklists.

STYLE

- Guide on dressing for body closet sewing patterns, and becoming a personal stylist.

KIDS

- Potty train your toddler in 14 days
- Home-school your kids effectively
- Budgeting spreadsheet for baby essentials
- Guide to baby-proofing your home
- Masterclass on sleep training

WHERE TO BEGIN?

If you are leaning towards any of these digital product choices now, you might have a budding idea or a clear vision of what you want to create. You could also be uncertain or feeling overwhelmed, concerned about the time and effort required to bring your ideas to life.

If you find yourself in this situation, I've got your back. Take a moment to assess what you already possess – any existing creations for your business or personal life that you can adapt, utilize, or build upon.

Do you have a useful checklist, cheat sheet, spreadsheet, or template that has streamlined a process, saved time, or kept you organized?

Do you have valuable content, like a blog post or social media content, that assists your target audience in solving their challenges? Consider expanding on it to acknowledge their struggles, offer solutions, and help them achieve their desired goals.

Have you achieved a particular outcome? Reflect on the steps you took to reach that goal. Can you share those steps or outline your journey from point A to point B?

Examine what you can use as a foundation and then explore the tools needed to progress further.

Just a quick **REMINDER!**

At this stage, you might be eager to delve into creating digital products or experiencing imposter syndrome creeping in. Remember, anyone can succeed in creating a digital product – including you!

Don't overthink. Don't over complicate.

The key is to ensure your product efficiently addresses a problem your audience faces and that they are willing to pay for the solution. Keep it simple, trust in your abilities, and focus on providing a step-by-step process to save time, energy, and maximize profits. Stay tuned for the guidance ahead.

Tools To Begin With

Below is a compilation of essential tools required for product development:

- Canva: An excellent platform for crafting ebooks, templates, printables, and masterclass slides. Google Docs can also be utilized for ebook creation.
- Google Sheets: Ideal for spreadsheet management, budgeting, and calculations.
- Zoom: Recommended for recording masterclasses or workshops.

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.

It is advisable to select two social media platforms to promote your digital product initially. If you believe you can handle more, feel free to do so, but concentrating on two platforms first is recommended. Once you have mastered the strategies for those two, you can consider expanding to additional platforms.

When selecting your platforms, it's crucial to consider where your current audience is, regardless of its size, where your target audience spends their time, and the primary focus of each platform.

Each social media platform has its own unique strengths and audience demographics. For example, if your current audience is primarily on Facebook, it might make sense to focus your efforts there. However, if your target audience is younger and more engaged on platforms like Instagram or TikTok, you may want to prioritize those channels instead.

Additionally, consider the primary focus of each platform. LinkedIn, for instance, is geared towards professional networking and B2B interactions, while platforms like Instagram and Pinterest are more visually-driven and ideal for showcasing products or services. By understanding the strengths and nuances of each platform, you can tailor your content and engagement strategies to effectively reach and resonate with your target audience.

The endless opportunities.

If you're questioning whether selling a low-cost digital product can generate income, the answer is a resounding yes. I am living proof, along with my students. I have been successfully selling digital products like ebooks, presets, templates, and more for over five years. Starting with an audience of fewer than 1000, I have seen remarkable results.

I've guided students from various niches, possessing diverse skills and varying audience sizes, in effectively developing and launching their digital products. Let's now explore a few of the outcomes achieved by these clients...

FOLLOW ME FOR MORE CONTENTS AND IDEAS FOR DIGITAL PRODUCTS!



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