

A person is sitting on a dark wooden stool, using a silver laptop. They are wearing a dark blazer, light blue denim jeans with rolled-up cuffs, and black high-heeled sandals. The person's hands are on the laptop keyboard. On the floor next to the stool is a yellow notebook and a pen. The background is a plain, light-colored wall.

DIGITAL WEALTH

INTRO TO DIGITAL MARKETING

A person with long dark hair, wearing a white sweater and pants, is sitting on a grey couch. They are holding a white mug in their right hand and a silver laptop in front of their face with their left hand. The laptop has an Apple logo on the back. To the left of the person is a white pillow with a black abstract line drawing. The background is a plain, light-colored wall.

Welcome

TO THE GUIDE

You're entering into the world of passive income, where your passion has the power to captivate audiences and forge meaningful connections. All while building you an income while you sleep!

This guide is going to give you the knowledge and head start you need to gain clarity before investing and to start making money on your terms!

Work from home, while on vacation, and automate your business to do the work even while you sleep! with Digital Marketing anything is possible!

Content

01 INTRODUCTION

Let's get acquainted!

Learn a little about me, why I do what I do and then we will dive into the good stuff!

02 DIGITAL MARKETING

In this chapter, I'll explain how you can make money online with digital marketing, and a bit more about PLR & MRR rights!

03 LINGO YOU'LL NEED TO KNOW

There are some fancy words you'll want to know to make the transition into the digital world easier. I'll explain them here!

04 IDENTIFYING YOUR NICHE

Your niche is your area of expertise or the people you want to help with your business. I'll help you identify it here!

05 NEXT STEPS

Learn what you'll need to do to make this passive income dream your reality in simple steps for your success!

06 CONCLUSION

A thank you from me, a promise of my support and how you can get in touch should you need help with anything along the way!





Hello

Hi, there! My name is Vency. Born in India and immigrated to Australia. After completing my bachelor degree, I started my career as an architect back in India, but at that time also It was tearing my mental health apart and frustrated me that I don't have the freedom to spend my days how I wanted.

After marriage I moved to Australia in hopes of a better life but as a newcomer, finding a job has been challenging. seven months later, I'm still unemployed with no potential job offers.

Meanwhile, I tried different things and worked as a freelancer also. but that was always like living paycheck to paycheck. We actually were not able to save only and the feeling of not having enough money made me realize that I need to find other way to earn money and create wealth. I started to see content on Instagram claiming to make passive income online with this new business called AFFILIATE/ DIGITAL MARKETING that too with a faceless option that respects your privacy. With each passing day, my interest and trust grows stronger. So, I had to find out more.

That is when I came across digital marketing, which changed my perception for wealth creation. honestly, I took **DWA**, it provided a clear roadmap for starting a business with 100% master resell rights, so you DON'T have to look anywhere else. I wanted to create this guide for you so you can do the same! You are one life-changing decision away from financial freedom.

CHAPTER II DIGITAL MARKETING

Digital marketing in the most basic terms is the art of selling products, typically digital ones, using online platforms like Instagram, TikTok, Pinterest, Facebook etc. It is one of the biggest opportunities to make an online income for complete beginners since it's a low-cost but high-return system.

You can create and sell your own digital downloads, such as ebooks, workbooks, content creation templates, website layouts, courses, and more.

You also have the option to “content repurpose” and sell products that are “done-for-you” aka hold MRR or PLR rights.

I'm sure you're wondering what that means, haha I'll explain that on the next page! Typically these products are either low-ticket or high-ticket, so I'll explain that first!



LOW-TICKET & HIGH-TICKET DIGITAL PRODUCTS



You might be familiar with the terms low-ticket and high-ticket digital products, but what exactly does that mean when it comes to making passive income?

Low Ticket

Low-ticket digital products refer to more affordable digital items, typically priced between \$20 and \$100. Their lower price point makes them easier to sell and more accessible to a broader audience. These products, like ebooks, guides, checklists, and templates, are particularly favorable for beginners due to their simplicity in creation.

High Ticket

On the flip side, while high-ticket digital products come at a higher price point they typically offer extensive value and in-depth content. While they require more effort to create and sell, the returns are significantly higher. Common examples include courses and coaching programs. The distinction between low-ticket and high-ticket products is crucial for understanding the varied dynamics of the digital product market.

DONE-FOR-YOU DIGITAL PRODUCTS

Ok now I'll explain done-for-you (DFY) digital products! **This business model is unique because it provides ready-made products you can resell for 100% profit offering a shortcut to your digital success.**

DFY products are a great starting point because you don't need experience or expertise aside from some basic canva skills, which can be easily learned! It's a total game-changer for quickly creating passive income.

The two most common types are "Private Label Rights" (PLR) and "Master Resell Rights" (MRR).



MRR "MASTER RESELL RIGHTS"

"Master Resell Rights" (MRR) refers to a type of license that allows you to resell a digital product and allows your customers to resell it as well! **I only sell courses with this license, meaning you not only get to learn everything in the course, but then, if you'd like to you can resell it and keep 100%! At first I was worried it was some kind of scam, but the more research I did the more I realized since there no upline or downline, no one else is benefitting but me! And you will too!**

PLR "PRIVATE LABEL RIGHTS"

"Private Label Rights"(PLR) 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 account sooner than anything else.

CHAPTER- III

LINGO YOU'LL NEED TO KNOW

FREEBIE:

• A freebie, in the context of digital marketing, is a free item, service, or content offered to potential customers as a promotional strategy. It is often used to attract attention, build goodwill, and encourage further engagement.

LEAD MAGNET:

• A lead magnet is a valuable incentive offered to potential customers in exchange for their contact information, such as an email address. The goal is to attract and capture leads for future marketing efforts.

FUNNEL:

• In digital marketing, a funnel represents the stages a potential customer goes through, from initial awareness to making a purchase. It typically includes stages like awareness, consideration, and conversion, and is visualized as a funnel due to the gradual narrowing of prospects.

EMAIL CAMPAIGN:

• An email campaign is a coordinated set of email messages sent to a targeted audience with the goal of achieving specific marketing objectives, such as promoting a product, nurturing leads, or building brand awareness.

Affiliate Marketing:

• Affiliate marketing is a performance-based marketing strategy where individuals (affiliates) earn a commission for promoting and driving sales or leads to a merchant's products or services through their marketing efforts.

ROI (Return on Investment):

• A measure of the profitability of an investment, calculated by dividing the net profit by the initial cost.

CTA (Call to Action):

• A prompt that encourages the audience to take a specific action, such as clicking a button or filling out a form.

Algorithm:

• The set of rules and calculations used by search engines and social media platforms to determine the order of content presented to users.

Conversion Rate:

• The percentage of website visitors who take a desired action, such as making a purchase or filling out a form.

CHAPTER- IV

IDENTIFYING YOUR NICHE

Your “niche” is what sets you apart from others. By choosing a specific niche, you're essentially focusing in on a certain target audience or group of people that have interests that align with the topic or focus of the product, course or service you're offering.

A mistake that's commonly made is trying to be too broad for the fear of not getting customers or excluding certain people. But when we try to appeal to everyone, we end up reaching nobody and that's the reason why we want to be very specific when choosing our target audience.

Bellow is the exercise with some questions to help you identify your niche.

Set aside 15-20 minutes, grab some paper and a pencil and take your time with each question. If you need to, come back to it. There are no right or wrong answers! Just have fun and enjoy the process!

1. WHAT AM I PASSIONATE ABOUT?

What topics genuinely excite and energize me?

2. WHERE DO I EXCEL IN EVERY DAY LIFE?

What skills or knowledge do I possess that others might find valuable?

3. WHO AM I EAGER TO HELP?

Is there a specific group or community I want to support or provide value to?

4. WHAT PROBLEMS CAN I SOLVE?

What common issues or challenges do I see around me that my product could help with?

5. WHAT AM I NATURALLY GOOD AT?

What topics or areas of life do I find easy? ex: God-given gifts

6. WHAT SETS ME APART FROM THE CROWD?

What unique perspective, experience, or approach do I bring to the table?

7. WHAT EXCITES ME LONG-TERM?

Can I see myself staying passionate and committed to this niche in the long run?

8. WHO WOULD BENEFIT MOST?

Who would benefit the most from what I have to offer, and who am I most excited to serve?

Learn about

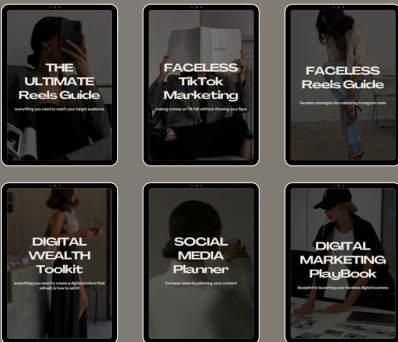
THE DIGITAL WEALTH ACADEMY

The Digital Wealth Academy is a comprehensive, video-instructional, self-paced, step-by-step DIGITAL MARKETING course. It teaches a complete beginner how to launch and run a successful digital marketing business from scratch & how to leverage Master Resell Rights and Private Label Rights to build an online business empire. It also teaches how to set up all necessary systems and do full business automation so you can make a passive income. Learn how to create faceless content that builds trust and converts to sales.

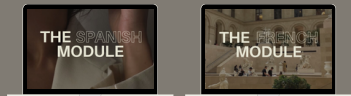
31 MODULES



PLR PRODUCT VAULT



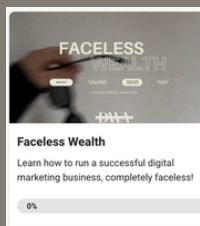
SPANISH/FRENCH



ITALIAN/GERMAN PORTUGUESE



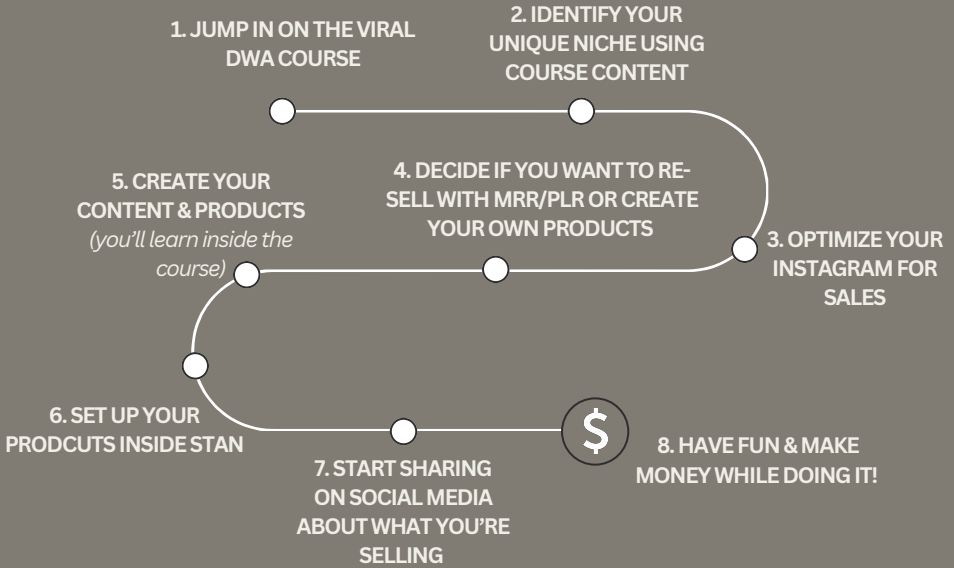
You can choose to resell DWA or one/all of the PLR Products included, ALL FOR 100% PROFIT.



It's win win, only one sale makes back your full investment! Let's go by clicking on this link and [learn how you can start passive income online through DWA!](#)

CHAPTER- V

YOUR NEXT STEPS



YOU'LL NEED

01

INSTAGRAM - MAKE CONNECTIONS

Instagram is my favorite and I think one of the best platforms to build a business on, especially for your digital products. If done right it becomes a community, builds customer trust and provides you with a place to sell!

02

CANVA - FREE OR PAID ACCOUNT

Canva is everything if you're creating digital products, while there are other websites to use, it's the most common and the easiest to get started on. You can sign up for a free account or try out their paid account for even more design options!

03

STAN STORE - TO SELL YOUR STUFF

Is an amazing tool to quickly market and sell your digital products directly from any social platform. It is full of features and so user friendly.

SYSTEME.IO

It is an all-in-one marketing platform designed to help businesses streamline their digital marketing efforts. Systeme.io is where you can build a funnel (like a website) for your Digital Products if you want more customisation. I started using [SYSTEME.IO](https://systeme.io) because it is completely free to get started with.

04

CHAT GPT - YOUR BFF

ChatGPT is amazing for making your content ideas, helping you get over writers block and even giving you templates for easy sales pages and emails. I always rewrite and tweak whatever it gives me so it comes from my own tone and voice!

05

A MRR/PLR PRODUCT TO SELL

The fastest way to making income online is through a MRR/PLR product. Something you don't have to make yourself, and can sell while you take the time to create your own product!

CONCLUSION

THIS IS THE START OF AN EXCITING NEW CHAPTER.



I am excited to see how you can use this information and what rewards can life have laid out for you in just a couple of months. The truth is, you're always investing — whether it's time or money.

Remember, everybody starts as a novice but as you learn and practice, your skills and confidence will also grow. Also you are not alone in this, the guided course will be with you throughout at every step,

I also took an [online course](#) that changed my life and did not empty my pockets.

Even I was like you scared and hesitant to learn something new but the urge to strive for financial freedom gave me the push needed and today I am glad that I made this decision.

If you are camera shy there is no need to panic, you are not alone. You can do faceless marketing and chase your dreams.

YOU ARE WORTH IT. Your family deserves your time. You deserve financial freedom and so does your family.

Let's stay connected!
IG: [@creatingwealthwithv](#)