



Kickstart Guide **digital marketing**

LEARN THE EXACT STEPS THAT ORDINARY
PEOPLE ARE TAKING TO MAKE MONEY ONLINE
WITHOUT HAVING TO SHOW THEIR FACE

digital wealth
STARTUP



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hello HELLO

This Digital Marketing Kickstart Guide is an introduction to how you can begin making money online without showing yourself on camera.

It is scary to put yourself out there and I understand it because I feel the same. No matter what your reason is for starting, know that taking action is the first step to make the change you want in your life.

Use the information and resources in this guide to help you plan and get started. Now let's go!

DIGITAL MARKETING

WHAT IS DIGITAL MARKETING?

Digital marketing is an umbrella term for using the internet to **advertise and promote** things like products, services or brand partnerships.

The goal is to **connect with potential customers**, share information and encourage them to make a purchase, sign up for a newsletter or engage in some other desired activity.

The best part is this is not just for businesses. Individuals can also benefit from Digital Marketing, and it can all be done without having to show your face by posting aesthetic content on social media.



WHY IS DIGITAL MARKETING SO IMPORTANT IN TODAY'S WORLD?

In this technology dominant world, we've the phone in our hand most of our waking time - chatting with friends, checking email, scrolling social media, doing research or reading reviews for our next purchase.

We are heavily influenced by and attached to what is on the world wide web.

DIGITAL MARKETING

DOMINANCE OF DIGITAL MARKETING

Digital Marketing has replaced traditional marketing like print ads or banners and is becoming the mainstream advertising which is a **non-negotiable for businesses today**.

Nearly every business, big or small, has a social media account. They have been **actively attracting new customers and engaging with existing customers** through different platforms.

There is an increasing and ever-growing demand for digital marketing managers to manage and grow social media accounts. It is a skillset that is highly valued and sought after that **gives a boost to your resume**. If you are running your own business, you need it to **up your marketing game**.

WHO IS DIGITAL MARKETING FOR?

Digital Marketing is for any marketing specialists, business owners, creators, influencers, service providers, freelancers... of any niche.

Digital Marketing is essential and vital as long as you are promoting something, even yourself.



DIGITAL PRODUCTS

DIGITAL PRODUCTS

People are not only making purchases online frequently, they are also enrolling into online courses and buying digital products like eBooks and guides.

Digital products are fast becoming norm because of the convenience it brings. You can access your purchase immediately and have it on-the-go in your phone.

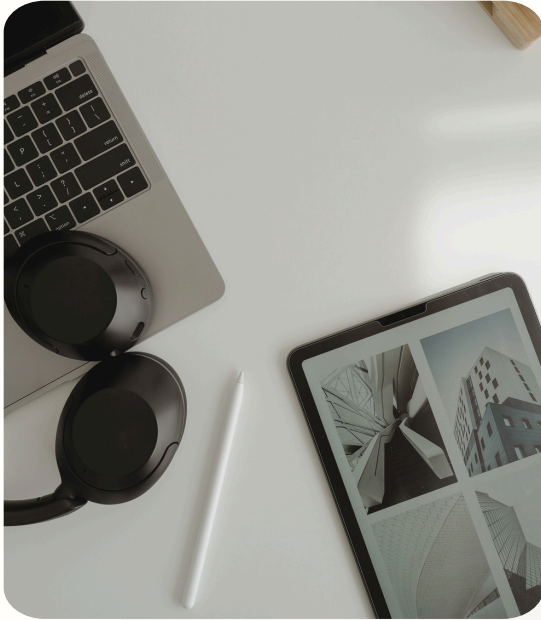
You see people reading on their Kindle while on the train, learning a new language on a phone app, or journaling using digital journal app. Digital product is all around us.



WAYS TO EARN FROM DIGITAL PRODUCTS

You can create your own digital products, resell ready digital products, rebrand and sell done-for-you products, or promote an affiliate product.

DIGITAL PRODUCTS



BENEFITS OF DIGITAL PRODUCTS

Digital products overcome a huge number of limitations that physical goods have.

It is a great entry point for most people who are just starting up.

LOW BARRIER OF ENTRY

Digital products overcome the obstacles that most people face
- high cost of manufacturing, warehousing, packaging, logistics and heavy manpower.

SCALABILITY LOGISTICS

You can sell as much product variants without worrying about paying for a bigger warehouse.

You make as many sales as you want without worrying about hiring packers to pack physical goods for delivery.

SCALABILITY PRODUCT TYPES

There are many digital product forms that you can offer to customize to the needs of different customer groups, such as:

eBooks
Audiobooks
Online courses
Online Memberships
Phone apps

DIGITAL PRODUCTS



BUYING & SELLING DIGITAL PRODUCTS

Before you start your digital product business, it is important to know what the following 2 terms mean:

Master Resell Rights (MRR)
Private Label Rights (PLR)

MASTER RESELL RIGHTS (MRR)

MRR is a license that grants the buyer the right to resell a product such as, online courses, e-books, and videos to others and keep 100% of the profits.

MRR allows the buyer to not only resell the product, but also sell the rights to resell, granting others the same opportunity. **You cannot make modification or claim authorship of the product.**

PRIVATE LABEL RIGHTS (PLR)

PLR grants the buyer the right to rebrand, edit, claim authorship and sell the digital product.

PLR AND MRR

If a product comes with both PLR and MRR, it allows you to modify the product and resell it as your own, with resell rights too!

READY TO GET STARTED?

Now you have an overview of the digital marketing scene, let's move on to the 4 steps to getting started!



FOUR STEPS TO GETTING STARTED

four steps

STEP ONE

Choose your Niche

STEP TWO

Create your Product

STEP THREE

Setup your Online Store

STEP FOUR

Drive Traffic to your Product



FOUR STEPS TO GETTING STARTED

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01 / STEP ONE

04

01

one

STEP ONE

Choose your NICHE

Think about your professional training, interests and passions. What do you enjoy doing? What is the one thing that you simply cannot stop talking about?

Whatever niche you decide to focus on, make sure it's something that adds value to your life. Home organization would be one great example.

If you're passionate about home organization, why not create organization content that will draw your ideal customers to join your membership community?

Another example would be a parenting niche. Maybe you're all about that #momlife and you want to share #momtips or #momhacks that makes mom life easy breezy!

Or teach other moms how they too can earn money doing digital marketing and not sacrifice time from their babies.



02 / STEP TWO

04

two

STEP TWO

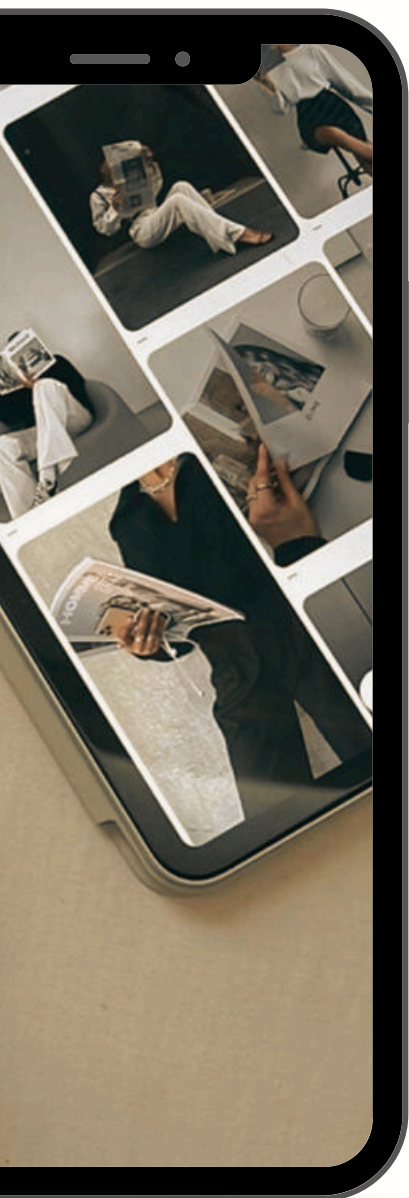
Create your product

Create a list of the digital products or courses, etc that you'd like to create, and decide on the format that you want your product to be, like e-books, videos etc.

Once you know the type of product that you want to create, start developing the digital products/courses by using apps like Canva.

Canva is great for creating digital guides and coming up with slides for your video courses.

If starting from scratch is daunting, consider getting the **Passion to Passive** course to help create and organize your content. Getting a **PLR product** that provides a good foundation for your content is a great option too. You can edit the structure and content, then expand from there to complete your own product.



03 / STEP THREE

04

three

STEP THREE

Setup your online store

Once you are done with your product creation, you will need to host it on a platform like Shopify, Esty, Stan Store... Research to see which platform suits your needs and budget.

Many platforms require integration with 3rd party apps for email marketing, funnels etc. It is a hassle technically to link up the apps, and the individual subscriptions also add on to your monthly costs.

I personally find the user interface and setup process of [Systeme.io](#) to be one of the more friendly ones. It comes integrated with funnels, automations, workflow, email marketing, connection to custom domain, course, community etc. The customer service is prompt, and the help section is usually complete with easy-to-follow step by step screenshots! Plus, it has a *free plan* that is great for those who are tight on budget and is just starting out!

StanStore is another popular choice!



04 /STEP FOUR

04

four

STEP FOUR

Drive traffic to your products

This is the fun part! Now it's time to create content to promote your products and services. There are many social media platforms but stick to 1 or 2 at the start to avoid overwhelming yourself.

The beauty of social media marketing is, once you create the content, and setup your backend systems properly, you can make passive income through the links you provide in your videos or bio!

This means that while you're out grocery shopping, or even sleeping, someone out there in the world is checking out your video, and purchasing through your link!

If you are looking to create content for Instagram to drive traffic to your business, check out the **[Social Media Bundle!](#)**



AESTHETIC CONTENT BANKS

Below are links to Aesthetic Content Banks where you can get videos to create reels or photos to create reel covers or posts.

AESTHETIC CONTENT BANKS

SOCIAL STOCKS CO
THE CONTENT COLLECTIVE
(15% off code: COLLECTIVE15)
PACKSIA
HAUTE STOCK
CONTENT COVE

PAID

STOCK IMAGES & VIDEOS

PEXELS
FREEPIK
PIXABAY
DREAMSTIME
ENVATO
UNSPLASH

FREE

Disclosure: Some of the links below are affiliate links, meaning, at no additional cost to you, our business will earn a commission if you click through and make a purchase.

HOSTING PLATFORMS

Here are 2 platforms that are really popular right now that you can consider hosting your products on!

HOSTING PLATFORM 1

SYSTEME.IO comprehensive features, user friendly interface, affordable plans from \$27/month and a ***forever free plan*** option!

FREE

HOSTING PLATFORM 2

Stan Store sell digital products, host courses, memberships, email lists, book meetings & landing page! Plus ***14 days free trial!***

PAID

Disclosure: Some of the links below are affiliate links, meaning, at no additional cost to you, our business will earn a commission if you click through and make a purchase.

OTHER RESOURCES

If you are writing an eBook yourself and need proofreading, here are some online tools you can consider aside hiring a proofreader.

EDITING TOOLS

GRAMMARLY
HEMINGWAY
PROWRITINGAID

If you need draft up legal policies for your website but do not

LEGAL TEMPLATES

Protect your business legally with these LEGAL TEMPLATES drafted by a professional lawyer.

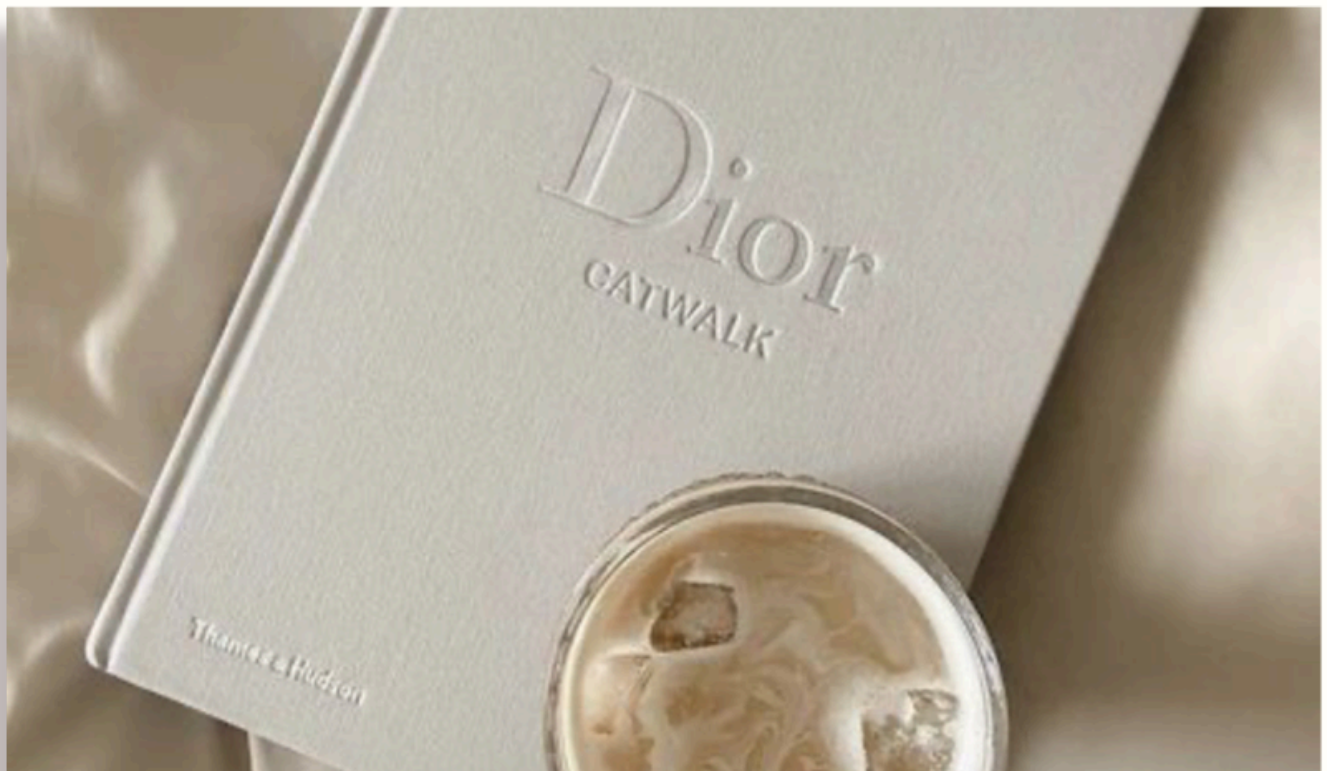
***INFORMATION PROVIDED HERE ARE FOR YOUR
REFERENCE ONLY AND DO NOT REPRESENT
PROFESSIONAL LEGAL ADVICE. ALWAYS SEEK
ADVICE FROM YOUR OWN LAWYER.**

Disclosure: Some of the links below are affiliate links, meaning, at no additional cost to you, our business will earn a commission if you click through and make a purchase.

PUTTING IT ALL TOGETHER

I know you might be feeling overwhelmed... learning something new can always be scary, but what if this opportunity could change your life? Nothing tops being able to work less hours, being more present with my loved ones & making passive income from my phone from anywhere in the world.

Trust me when I say, If I can do it, you can do it too!



what's next

Achieving your goals in your life is not about forceful creations with random actions. Your conscious awareness of your desires, mindsets and driving force provide the key ingredients to a conceivable blueprint.

The most effective way to overcome procrastination is **action** - *not thinking in your head*. Once you take action, no matter how insignificant you think it is, it will create momentum for you to kickstart the process.

Take action today to get the wheels turning.

Join **Passion to Passive** to learn how to create scalable income streams to grow wealth on your own terms.

This is no get rich quick scheme, but it isn't a hustle harder course too. It is a roadmap to working less and making more to create your dream lifestyle. **You are not here to survive; you are here to thrive!**



✦ what's in the course

- ✦ How People Earn While Doing What They Love
- ✦ The ONE Digital Product *ANYONE* Can Create With No Experience – Including You
- ✦ How to Drive Traffic to Your Products Without Running Ads

what's next

Change is a matter of decision.

If you do not change your mindset,
your mentality will not level up.

If you do not take action,
nothing in your reality will change.

If you do not show up for yourself,
your desires have no ways to show up in your life.

✦ focus

✦ **Show Up for Yourself Every Day**

✦ **Stay Consistent and Take Action Daily**

✦ **Affirm Your Goals Daily**

**Embody the future self that you desire to be
and take action from that identity.**

What decision will that future you make?

What action will that future you take?

What emotions will the future you feel?

What image will the future you be portraying?

How will the future you be interacting with the world?



Take the leap

If you are looking towards to more abundance in your life, start turning your passion into a money-making course.

Discover the EXACT steps I took to build an online business using my passions, grow an engaged audience on social media, and make money passively – all while staying true to myself, thriving in life and be the mom who is present for my child.

Click below to join!

see you inside the course

**CHEERS TO
NEW BEGINNINGS**

love,
Celestia



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