

FREE STARTER KIT

A BEGINNER'S GUIDE TO
DIGITAL
PRODUCTS

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Welcome!

Hello and warm greetings from Consolutions!

Introducing my free beginner's guide to selling digital products!

Are you eager to embark on your journey into the world of digital product sales but feeling overwhelmed by the complexities? Look no further. My comprehensive guide is designed especially for beginners like you, providing step-by-step instructions, practical tips, and invaluable insights to kickstart your digital selling venture. Whether you're a student, an aspiring entrepreneur, a seasoned creator looking to expand your online presence, or simply curious about the possibilities of digital commerce, this guide is your roadmap to success. From choosing the right platform to crafting compelling product descriptions, mastering marketing strategies to optimizing your sales funnel, we've got you covered. Grab yours today and take the first step towards achieving your digital business goals!



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Beginner's Guide TO DIGITAL PRODUCTS

IF YOU'VE EVER DISAPPEARED INTO A RABBIT HOLE OF POSTS ON "PASSIVE INCOME" OR "HOW TO MAKE MONEY ONLINE," YOU'VE PROBABLY COME ACROSS THE TERM "DIGITAL PRODUCT." AND YOU MIGHT BE CONFUSED ABOUT WHAT A DIGITAL PRODUCT IS, HOW IT'S DIFFERENT FROM A TRADITIONAL PRODUCT, AND HOW ONE GOES ABOUT MAKING AND SELLING A DIGITAL PRODUCT.

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LEARN WHAT DIGITAL PRODUCTS ARE, AND SOME BENEFITS AND EXAMPLES TO HELP INSPIRE YOU TO CREATE YOUR OWN.

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WHAT IS A *DIGITAL* PRODUCT?



A **DIGITAL PRODUCT** IS A DIGITAL GOOD THAT IS CREATED, SOLD, AND PURCHASED ONLINE. IN MOST CASES, IT IS EVEN CONSUMED ONLINE (EXCEPT FOR THINGS LIKE PRINTABLES).

UNLIKE PHYSICAL PRODUCTS YOU BUY ONLINE, WHICH NEED TO BE STUCK IN A BOX WITH PACKING PEANUTS AND SHIPPED, DIGITAL PRODUCTS ARE DELIVERED VIA THE INTERNET, USUALLY INSTANTLY AFTER YOUR PURCHASE.

THE INTERNET CREATED A NEW WAY OF DOING BUSINESS AND MADE IT POSSIBLE FOR A WAVE OF NEW TYPES OF PRODUCTS, PLUS THE DIGITIZATION OF A BUNCH OF OLD-WORLD PRODUCTS.

EXAMPLES OF

Digital Products

HERE ARE SOME EXAMPLES OF DIGITAL PRODUCTS:

- 1. EBOOKS:** DIGITAL BOOKS THAT CAN BE DOWNLOADED AND READ ON E-READERS, TABLETS, SMARTPHONES, OR COMPUTERS.
- 2. DIGITAL ART AND DESIGN:** GRAPHICS, ILLUSTRATIONS, PHOTOGRAPHY, FONTS, ICONS, AND OTHER VISUAL CONTENT CREATED AND DISTRIBUTED DIGITALLY FOR USE IN VARIOUS PROJECTS.
- 3. TEMPLATES AND THEMES:** PRE-DESIGNED TEMPLATES AND THEMES FOR WEBSITES, BLOGS, PRESENTATIONS, OR DOCUMENTS, OFTEN CUSTOMIZABLE TO SUIT INDIVIDUAL NEEDS.
- 4. STOCK PHOTOS AND VIDEOS:** HIGH-QUALITY IMAGES AND VIDEO FOOTAGE AVAILABLE FOR PURCHASE AND USE IN MARKETING MATERIALS, WEBSITES, SOCIAL MEDIA, AND OTHER PROJECTS.
- 5. WEBINARS AND WORKSHOPS:** LIVE OR RECORDED ONLINE PRESENTATIONS, WORKSHOPS, OR TRAINING SESSIONS COVERING VARIOUS TOPICS, TYPICALLY ACCESSIBLE VIA REGISTRATION OR PURCHASE.
- 6. PRINTABLES:** DIGITAL FILES SUCH AS PLANNERS, CALENDARS, WORKSHEETS, COLORING PAGES, OR GREETING CARDS THAT USERS CAN DOWNLOAD, PRINT, AND USE AT HOME.

THESE ARE JUST A FEW EXAMPLES, AND THE POSSIBILITIES FOR DIGITAL PRODUCTS ARE VAST, SPANNING ACROSS VARIOUS INDUSTRIES AND NICHES.

PLATFORMS TO SELL *Digital Products*

THERE ARE SEVERAL PLATFORMS WHERE YOU CAN SELL DIGITAL PRODUCTS. HERE ARE SOME POPULAR OPTIONS:

1. THIRD-PARTY MARKETPLACES: UTILIZE ONLINE MARKETPLACES LIKE RAKETPH, AMAZON, ETSY (FOR DIGITAL DOWNLOADS LIKE ART AND PRINTABLES), EBAY, OR GUMROAD. THESE PLATFORMS ALREADY HAVE ESTABLISHED AUDIENCES, WHICH CAN HELP YOU REACH POTENTIAL CUSTOMERS.

2. DIGITAL PRODUCT MARKETPLACES: IT SELL DIGITAL PRODUCTS LIKE EBOOKS, GRAPHICS, TEMPLATES, OR SOFTWARE ON SPECIALIZED MARKETPLACES SUCH AS ENVATO MARKET (INCLUDING THEMFOREST, GRAPHICRIVER, ETC.), CREATIVE MARKET, OR CODESTER.

3. SOCIAL MEDIA PLATFORMS: UTILIZE SOCIAL MEDIA PLATFORMS LIKE TIKTOK, FACEBOOK, INSTAGRAM, OR PINTEREST TO SHOWCASE AND SELL YOUR DIGITAL PRODUCTS. YOU CAN DIRECT CUSTOMERS TO YOUR WEBSITE OR USE FEATURES LIKE FACEBOOK SHOPS OR INSTAGRAM SHOPPING FOR DIRECT SALES.

4. EMAIL MARKETING: USE EMAIL MARKETING PLATFORMS LIKE MAILCHIMP OR CONVERTKIT TO PROMOTE AND SELL DIGITAL PRODUCTS DIRECTLY TO YOUR EMAIL SUBSCRIBERS.

CHOOSE THE PLATFORMS THAT ALIGN WITH YOUR TARGET AUDIENCE, PRODUCT TYPE, AND BUSINESS GOALS. EXPERIMENT WITH DIFFERENT PLATFORMS TO FIND THE ONES THAT WORK BEST FOR YOUR DIGITAL PRODUCT SALES.

BENEFITS OF *Digital Products*

HERE ARE FIVE BENEFITS OF DIGITAL PRODUCTS:

- 1. INSTANT ACCESS:** DIGITAL PRODUCTS CAN BE ACCESSED IMMEDIATELY UPON PURCHASE OR DOWNLOAD, PROVIDING INSTANT GRATIFICATION TO CUSTOMERS WITHOUT THE NEED FOR SHIPPING OR DELIVERY TIME.
- 2. SCALABILITY:** DIGITAL PRODUCTS CAN BE REPLICATED AND DISTRIBUTED INFINITELY WITHOUT ADDITIONAL PRODUCTION COSTS, ALLOWING CREATORS TO SCALE THEIR BUSINESSES EFFICIENTLY AND REACH A GLOBAL AUDIENCE.
- 3. LOWER OVERHEAD COSTS:** UNLIKE PHYSICAL PRODUCTS, DIGITAL PRODUCTS DON'T REQUIRE MANUFACTURING, STORAGE, OR SHIPPING, RESULTING IN LOWER OVERHEAD COSTS FOR CREATORS AND POTENTIALLY HIGHER PROFIT MARGINS.
- 4. CONVENIENCE:** CUSTOMERS CAN ACCESS DIGITAL PRODUCTS FROM ANYWHERE WITH AN INTERNET CONNECTION, USING VARIOUS DEVICES SUCH AS COMPUTERS, SMARTPHONES, OR TABLETS, MAKING THEM CONVENIENT FOR ON-THE-GO CONSUMPTION.
- 5. FLEXIBILITY AND CUSTOMIZATION:** DIGITAL PRODUCTS CAN BE EASILY UPDATED, CUSTOMIZED, OR PERSONALIZED TO MEET THE SPECIFIC NEEDS AND PREFERENCES OF CUSTOMERS, ALLOWING CREATORS TO ADAPT THEIR OFFERINGS QUICKLY IN RESPONSE TO FEEDBACK OR MARKET TRENDS.

TIPS IN SELLING

Digital Products

TO SUCCEED IN SELLING DIGITAL PRODUCTS, **FOCUS** ON UNDERSTANDING YOUR AUDIENCE'S NEEDS AND DELIVERING VALUABLE SOLUTIONS THAT RESONATE WITH THEM. **BUILD TRUST** THROUGH TRANSPARENT COMMUNICATION AND RELIABLE DELIVERY OF HIGH-QUALITY PRODUCTS. **INVEST** IN EFFECTIVE MARKETING STRATEGIES TO REACH YOUR TARGET AUDIENCE AND DRIVE SALES. **PRIORITIZE** USER EXPERIENCE BY ENSURING A SEAMLESS PURCHASING PROCESS. **STAY UPDATED** ON INDUSTRY TRENDS AND CUSTOMER FEEDBACK TO ADAPT YOUR APPROACH ACCORDINGLY. **MONITOR PERFORMANCE** METRICS CLOSELY AND CONTINUOUSLY STRIVE TO IMPROVE YOUR PRODUCTS AND STRATEGIES TO STAY **COMPETITIVE** IN THE DIGITAL MARKETPLACE.

TOOLS YOU NEED IN SELLING

Digital Products

1. CANVA OR GOOGLE SHEETS

CANVA ASSISTS IN CREATING VISUALLY APPEALING DIGITAL PRODUCT DESIGNS AND BRANDING MATERIALS, WHILE GOOGLE SHEETS ENABLES EFFICIENT DATA MANAGEMENT AND FINANCIAL TRACKING, COLLECTIVELY ENHANCING MARKETING EFFORTS, OPERATIONAL EFFICIENCY, AND SALES TRACKING IN THE PROCESS OF SELLING DIGITAL PRODUCTS.

2. SYSTEME.IO

HELPS IN SELLING DIGITAL PRODUCTS BY PROVIDING AN ALL-IN-ONE PLATFORM FOR CREATING SALES FUNNELS, EMAIL MARKETING CAMPAIGNS, AND MEMBERSHIP SITES, STREAMLINING THE PROCESS OF PRODUCT DELIVERY AND CUSTOMER MANAGEMENT.

3. TIKTOK/INSTAGRAM/FACEBOOK

HELPS IN SELLING DIGITAL PRODUCTS BY PROVIDING A PLATFORM FOR REACHING A WIDE AUDIENCE, ENGAGING WITH POTENTIAL CUSTOMERS, AND DRIVING TRAFFIC TO SALES CHANNELS, ULTIMATELY INCREASING PRODUCT VISIBILITY AND SALES OPPORTUNITIES.

4. RAKET.PH

HELPS IN SELLING DIGITAL PRODUCTS BY PROVIDING A PLATFORM WHERE FREELANCERS CAN SHOWCASE THEIR DIGITAL SERVICES, CONNECT WITH CLIENTS, AND EFFICIENTLY MANAGE TRANSACTIONS, FACILITATING THE SALE OF THEIR DIGITAL PRODUCTS AND SERVICES.

30+ MOST POPULAR

Digital Products

- COSMETIC LABELS
- THANK YOU CARDS
- PRINTABLE PLANNERS
- DIGITAL PLANNERS
- LOGOS
- BUSINESS CARDS
- SHOP ASSETS
- SOCIAL MEDIA TEMPLATES
- SELF IMPROVEMENT PRINTABLES
- WEDDING PRINTABLE
- EVENT PRINTABLE
- CAFE/RESTAURANT PRINTABLE
- CHILDREN LEARNING MATERIALS
- EBOOKS AND GUIDES
- LIGHTROOM PHOTO PRESETS
- COLOURING BOOKS (ADULTS OR KIDS)
- PRINTABLE CARDS (BIRTHDAY, INVITATIONS)
- CROCHET, KNITTING, EMBROIDERY, SEWING PATTERNS
- RECIPE CARDS
- MEAL PLANNING CARDS
- CLIP ARTS
- DIGITAL PAPERS
- ZOOM BACKGROUND
- EXCEL TEMPLATES
- WEBSITE TEMPLATES
- WORKBOOKS
- PHONE WALLPAPERS
- IOS ICON PACK
- WALL ART
- RESUME TEMPLATES

THE *DFY* GUIDE FOR *Digital Products*

"DFY" STANDS FOR "DONE FOR YOU." DONE FOR YOU DIGITAL PRODUCTS ARE PRE-MADE PRODUCTS OR SERVICES THAT ARE READY FOR IMMEDIATE USE OR IMPLEMENTATION BY THE BUYER WITHOUT REQUIRING FURTHER CUSTOMIZATION OR DEVELOPMENT. THESE PRODUCTS ARE DESIGNED TO SAVE TIME AND EFFORT FOR CUSTOMERS WHO MAY NOT HAVE THE EXPERTISE OR RESOURCES TO CREATE SUCH PRODUCTS THEMSELVES.

DFY DIGITAL PRODUCTS CAN BE A CONVENIENT OPTION TO QUICKLY LAUNCH THEIR DIGITAL PRESENCE OR MARKETING CAMPAIGNS WITHOUT HAVING TO START FROM SCRATCH.

ANG AKING DFY DIGITAL PRODUCT COURSE AY MAG-GU-GUIDE SA'YO SA STEP-BY-STEP PROCESS NG PAG SET UP AT PAGBEBENTA NG IYONG SARILING DIGITAL PRODUCTS.

WHAT IF I TELL YOU I HAVE A READY MADE DIGITAL PRODUCT FOR YOU? YES, THERE IS A DIGITAL PRODUCT COURSE THAT TEACHES YOU EVERYTHING ABOUT CREATING DIGITAL PRODUCTS, MARKET THEM AND SETTING UP A SALES FUNNEL. IT'S CALLED MRR (MASTER RESELL RIGHTS), MEANS IT COMES WITH RESELL RIGHTS ALLOWING YOU TO RESELL IT AS YOUR OWN COURSE FOR 100% PROFIT. PLUS MAY MGA READY-MADE DIGITAL PRODUCTS NA PWEDE MONG I-EDIT AT I-SELL, SO YOU DON'T NEED TO CREATE AND DESIGN A PRODUCT AND COULD START WITH THE SALES PROCESS VERY SOON.

LEARN THE EXACT WAY I DID!

*Secure your spot
with my DFY*

DIGITAL PRODUCT
COURSE TODAY!

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FOLLOW ME FOR MORE TIPS & GUIDE *Digital Products*



MAKE SURE TO FOLLOW ME ON TIKTOK,
FACEBOOK AND INSTAGRAM FOR MORE
CONTENTS, TIPS AND GUIDES!
JUST CLICK THE ICONS.



MARICON PAGLINGAYEN
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