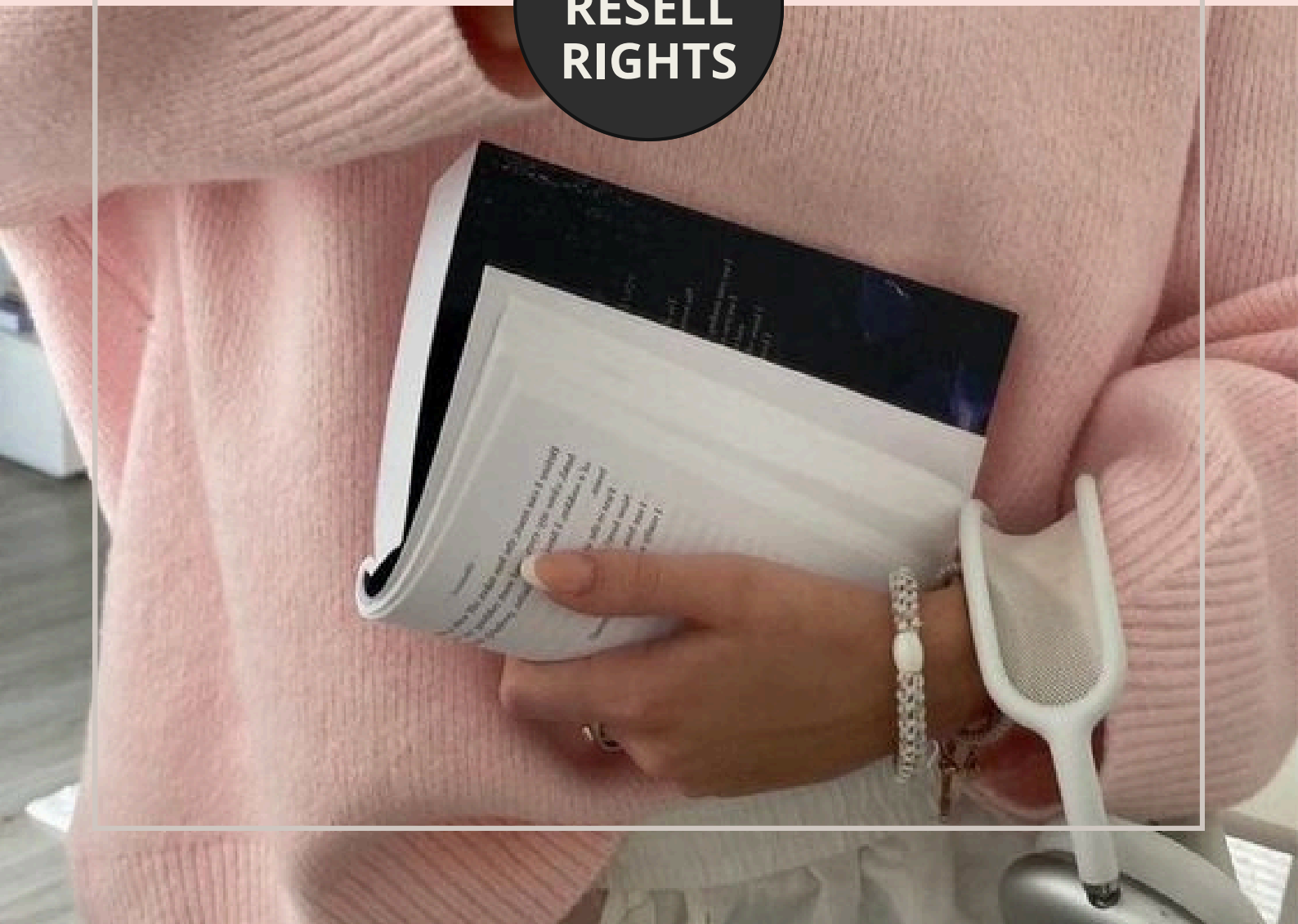


**A QUICK GUIDE ON STARTING WITH**

# **DIGITAL PRODUCTS**

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

**WITH  
RESELL  
RIGHTS**



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# HI & WELCOME



Hi, I'm JD, a test engineer and faceless digital marketer. I like to create digital products that address specific needs. Together, let's build your brand and start your own digital business. Set up once and enjoy unlimited sales.

If you have any questions, please feel free to reach out to me. I'll be happy to assist you. I wish you success in your endeavors.

A soft-focus background of a bed with white linens and a book. The image is a close-up of a bed with white, possibly silk or satin, linens. A book with a white cover and a large 'V' is visible on the left side. The overall tone is warm and intimate.

**“IN LIFE YOU MAKE  
THE SMALL DECISIONS  
WITH YOUR HEAD AND  
THE BIG DECISIONS  
WITH YOUR HEART.”**

**- OMID KORDGSTANI**

# WHAT ARE DIGITAL PRODUCTS?

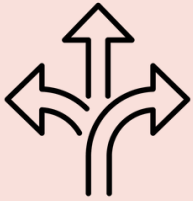
A digital product is a type of product that exists in a digital or electronic form. It's delivered electronically through downloads.

## POPULAR DIGITAL PRODUCTS

- **Digital Downloads:** Guides, ebooks, (Canva) templates, planners, etc.
- **Online Courses:** Virtually hosted learning programs with video-based educational content on specific subjects.
- **Memberships:** Exclusive access to digital content, forums, group chats and communities with a recurring fee.
- **Stock Photos/Graphics:** High-quality images, illustrations, icons, and design assets for websites and creative projects.



# WHY YOU SHOULD START A DIGITAL PRODUCT BUSINESS?



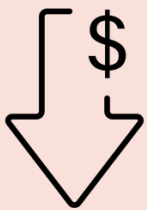
## **FLEXIBILITY:**

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 ChatGPT 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.

# 6 STEPS TO GENERATE PASSIVE INCOME ONLINE

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

# 1. 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:**



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# DEFINE YOUR SKILLSET WITH THESE QUESTIONS

## **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.

## 2. DETERMINE YOUR NICHE

### WHAT IS A NICHE?

A niche refers to a specialized market segment that caters to a **specific group of people** with **shared interests, needs, or characteristics**.

In business, choosing a niche involves **focusing** on a distinct and **well-defined target audience**, allowing for more **tailored** products or services that **meet the unique requirements** of that particular group.

### EXAMPLES OF TOP NICHEs

- Love & Relationships
- Fashion
- Cooking
- Pet Care & Training
- Parenting & Family
- Health & Wellness
- Wealth
- Travel
- Beauty & Skincare
- Manifestation



# WHY SHOULD YOU CHOOSE A NICHE?

- **Targeted Audience:**  
You focus on a specific group with shared interests.
- **Efficient Marketing:**  
Cost-effective strategies tailored to your niche.
- **Competitive Edge:**  
You stand out in a crowded market with a unique offering.
- **Content Relevance:**  
You build trust by addressing niche audience needs.
- **Customer Relationships:**  
You connect better, fostering loyalty and repeat business.

## BRAINSTORMING BOX

**Notes on choosing my niche & reasons why:**

### 3. 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.

#### BRAINSTORMING BOX

**My niche:**

**Challenges / Problems in my niche:**

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

## 4. 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**.

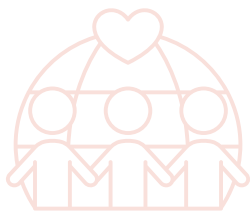


## 5. BUILD YOUR BRAND & COMMUNITY

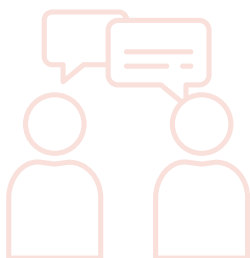
Defining a **clear and authentic** brand identity is an important step to start building your **brand and community**. This involves these points:



- **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.

## 6. 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.



# DIGITAL PRODUCTS IDEA LIST

## WEALTH

**Ebooks:** Write comprehensive guides on personal finance topics, such as budgeting, investing, saving, and retirement planning.

**Blueprints:** Share strategies and tips on generating passive income streams, such as affiliate marketing, blogging, or creating online businesses.

## HEALTH & WELLNESS

**Plans and Books:** Develop digital meal plans or recipe books tailored to various diets, such as keto, vegan, or paleo.

**Fitness Programs:** Create digital fitness guides, workout plans, and video demonstrations for home workouts, yoga, strength training, or other exercise programs.



# DIGITAL PRODUCTS IDEA LIST

## TRAVEL

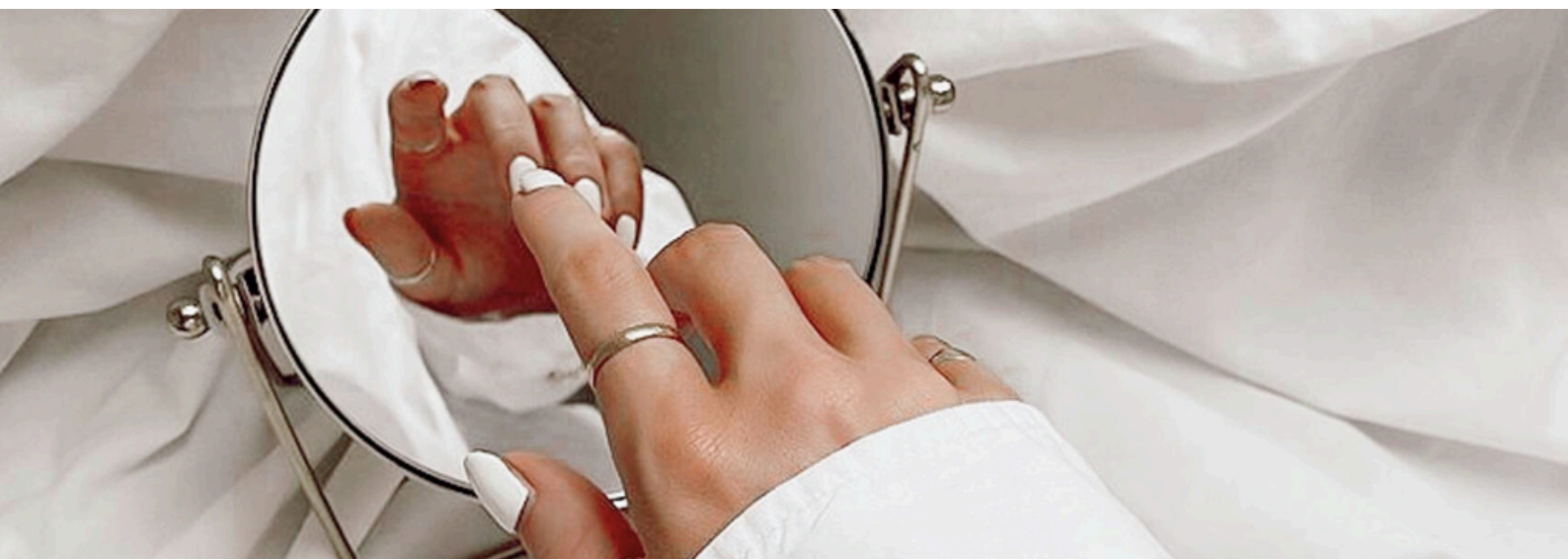
**Guides:** Create digital travel guides for popular destinations, providing insights on accommodations, attractions, local cuisine, and travel tips.

**Travel Budget Planners:** Develop digital budget planners and spreadsheets to help travelers track their expenses and stick to their budgets.

## MANIFESTATION

**Journals:** Design digital manifestation journals with prompts and exercises for users to record their goals, intentions, and daily manifestations.

**Vision Board Templates:** Create downloadable digital vision board templates to help users visualize their goals and desires.



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

**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

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 \$97 product once a day means \$3k 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.

# BONUS: SOCIAL MEDIA HOOKS

**Pro tip:** grab people's attention with these hooks. Provide value in the caption followed by a call to action saying, e.g., to check out your guide in your bio or comment a specific word.

- 5 things I wish I knew when I started \_\_\_\_\_
- How to get (X result) quickly
- The proven roadmap that got me \_\_\_\_\_ in x days
- Steal the strategy that got me \_\_\_\_\_ this month
- Everything changed when I started doing \_\_\_\_\_
- Here's the shortcut to selling your own digital products
- I don't know who needs to hear this but....
- I made you a free guide. Comment GUIDE and I'll send you the link
- How I went from \_\_\_\_\_ to \_\_\_\_\_
- Sharing my secret on how I (use product/solution)
- POV: You know exactly what to do to be successful on / with \_\_\_\_\_
- Want to learn high-income skills? Grab my [guide name] to get started today.
- Swap the time you're just scrolling on Instagram to learn a high-income skill. Comment "Start" and I'll send you more info.
- Get [insert guide name] if you're tired of [insert problem you're solving]



**“SETTING GOALS IS  
THE FIRST STEP IN  
TURNING THE  
INVISIBLE INTO THE  
VISIBLE.”**

**- TONY ROBBINS**

# WHAT'S NEXT MY FRIEND?

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**

## ***The Digital Product Blueprint***

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

## DIGITAL PRODUCT BLUEPRINT



**GRAB IT HERE!**

**YOU DID IT!**



Congrats on finishing  
**this Digital Product Starting Guide!**

**With dedication, continuous learning,  
your success is within reach.**

Reach out to me if you have any questions.

To your success,  
JD.DIGITALS.PH

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