

BUILD WITH THE WORD

A 3-Step Biblical Strategy
to Launch and Scale Your Business
in the Digital Marketplace



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HEY, I'M ANNE!

I'm so excited to be part of your success journey! Many years ago, I dreamt and prayed of becoming a hands-on Mom and being able to work on my own terms. The problem was that I wasn't a Mom and even if I was, I thought I couldn't afford to leave my high-paying career as a senior software engineer. Then, at the height of my deepest desire and longing for a different path, the Lord answered my prayer. I took a leap of faith when I left my job 11 years ago after I found out that I was pregnant. The Lord made a way by opening an opportunity for me to work from home and offer digital service while I take care of my daughter - something that wasn't very common 8 years before the pandemic.

More than an analyst, an entrepreneur, a wife, and a hands-on Mom, I am a believer and servant of the Lord Jesus Christ. With a flexible schedule, I'm able to spend quality time with my family and serve in the ministry. One thing I learned in this journey is that the life that we want is not just supposed to bless us. It is also meant to bless others, too. Women are destined to be fountains of blessings so we must take action to position ourselves with our divine destiny. When we align ourselves with God's plan, His provisions follow. If He made a way for me and my family, He can do it for you, too.



IS THIS ALL ABOUT DIGITAL PRODUCT?

YES and NO!

Yes - this guide focuses on digital products **BUT** your calling may come with a physical product, too. If the Holy Spirit is leading you to start a business with a physical product, then combining it with a digital business will definitely work wonders.

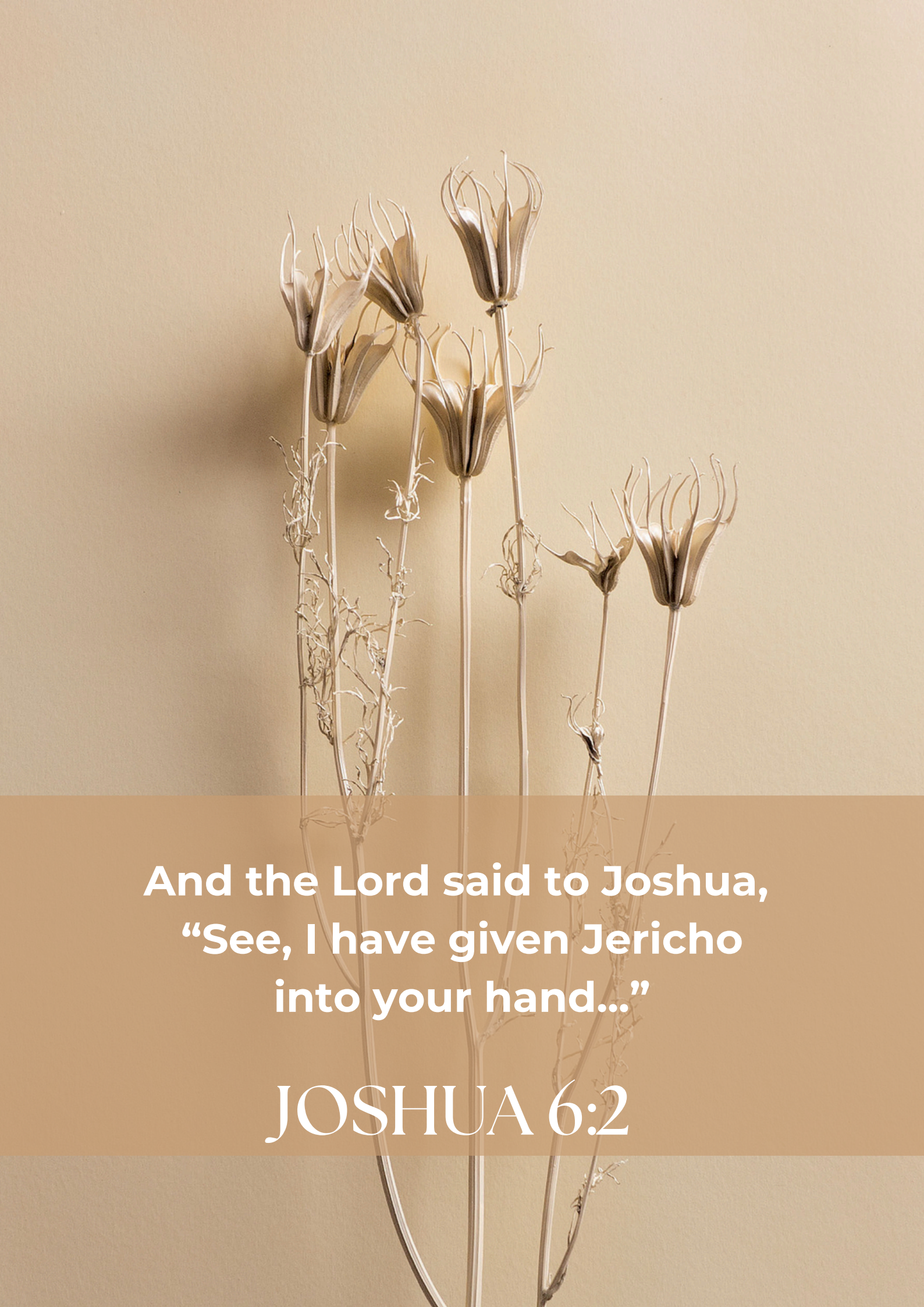
The digital industry has so much potential for everyone - whether you want to focus on digital products alone or you want to combine it with your physical offer. A digital business (a type of business that offers a product or service in digital form) can significantly benefit you because it provides flexibility, accessibility, scalability, and has lower startup costs. In addition, it doesn't require inventory and shipping effort which saves you time and energy that you can use to attend to your other duties and responsibilities as a woman.

By leveraging the digital space, you can effectively combine your entrepreneurial calling with the demands of your daily life, achieving financial independence, personal fulfillment, and ultimately serving others through your skills.

THE 3-STEP GUIDE

Do you know how the Wall of Jericho fell down to pieces? *(If you haven't read the Book of Joshua, I encourage you to do so as it is jam-packed with inspiring breakthrough stories).* The steps here are inspired by the same strategy that led to that fall. Financial lack is a wall that is keeping you one step away from an abundant life.

God gave Joshua an assignment, and he faithfully and wholeheartedly took action to fulfill that assignment. What is his assignment? To lead the Israelites towards the Promised Land. I believe that you have an assignment, like Joshua, and if you align yourself and intentionally work on it, you will be successful and reap the rewards that come with it. Don't be afraid. Don't be discouraged! That wall is about to fall!

A photograph of several dried, pressed flowers with long, thin stems and delicate, papery petals, arranged vertically against a light beige, textured background. The flowers are positioned in the upper half of the frame, with their stems extending downwards. A semi-transparent brown banner is overlaid across the lower half of the image, containing white text.

And the Lord said to Joshua,
“See, I have given Jericho
into your hand...”

JOSHUA 6:2

SEE

STEP 01

Your breakthrough starts with a vision, and your vision must come from the Lord. This is why it is important that as you go over this step, make sure that you spend time with the Lord. Pray and meditate on His Word. Ask Him for revelations, and surely, He will answer.



Before Joshua conquered Jericho, the Lord commanded him to *SEE* the victory first even before it actually happened. It is Joshua's vision that fueled him to act.

Likewise, you have to *SEE* the basic details of your assignment first before you are able to do it. When I say *SEE*, it means knowing and understanding what God wants you to do. But how do you actually “*SEE*” your assignment?

Our loving Father will NOT just leave you clueless to sort things out for yourself. He has placed something in you that will serve as your compass. Oftentimes, your assignment lies in the intersection of your passion and your proficiency. God placed a specific desire in your heart for a reason, and He has also given you certain skills and abilities to help you walk in the purpose that He has set for you.

PASSION

- What do you love to do?
- What do you enjoy doing even without getting paid?

PROFICIENCY

- What are your skills?
- What are you good at?
- What experiences do you have in relation to your skills?

The questions above should give you an idea of what your business should be gearing towards to. This should lead you to your business assignment, which is related to the next topic.

What is your niche?

A business niche is a specific segment of a larger market that targets a specialized audience or addresses unique needs. Some examples of business niches across various industries are health and wellness, education, fashion, food, and many others.

Your chosen niche should be related to your passion and proficiency. For instance, my passion is in communication. I worked as a writer, a writing tutor, and a language teacher, and I also worked for a language learning software company. Communication is my niche. Here are some examples of niches across industries.

Health & Wellness

- Organic skincare
- Virtual fitness
- Plant-based meal planning
- Stress management programs

Education and Training

- Online courses for freelancers
- Language learning for teens
- Leadership workshop for children
- Tutoring for STEM subjects
- Creating resources for homeschoolers

Food & Beverage

- Keto-friendly snacks
- Artisanal coffee subscriptions
- Vegan bakery products
- Low-sugar beverages for diabetics

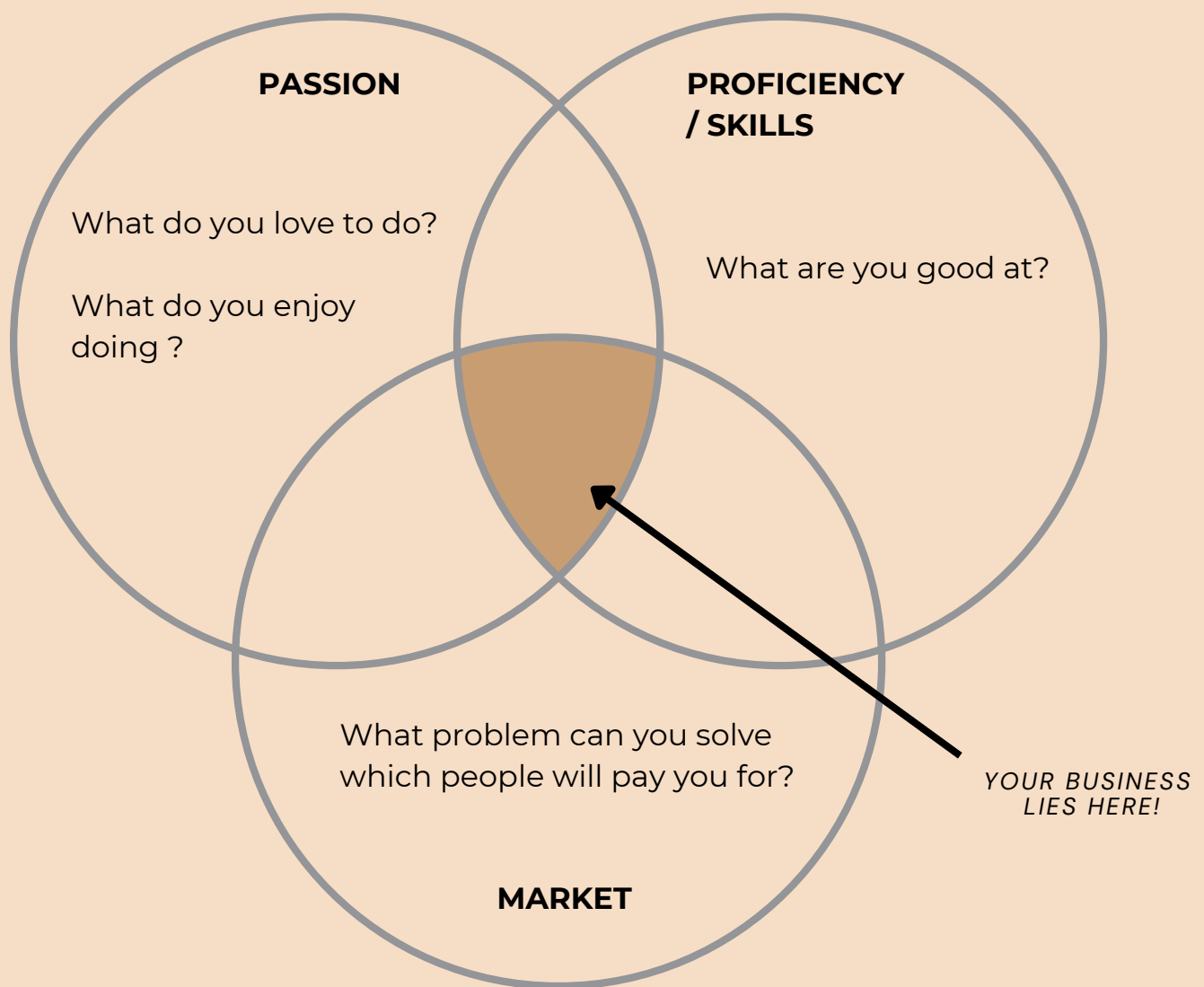
Home & Living

- Tiny house furniture hacks
- Interior designing
- Home office ergonomic set ups
- Natural cleaning products
- Tips and tricks to care for pets

At the end of this e-book, you'll find the **Divine Niche Analysis Worksheet** which you can use to explore more about your niche!

What problem do you want to solve & who do you want to help?

Remember that God's business operates differently from a worldly business. This means that doing business God's way must be focused on serving people. The more you serve, the more blessings you'll receive - not just in the form of money but in the sense of fulfillment. With this said, you must focus on serving a specific problem in your chosen niche. What problem do you want to solve and who do you want to help in relation to this problem? To give you a clearer picture, see the table below:



You should look for ideas that align your skills and passion with market demand. Above all, pray for God's revelation because it's better to let Him choose the niche for you.

**And he said to the people,
“Proceed, and march around the
city, and let him who is armed
advance before the ark of the
Lord.”**

JOSHUA 6:7

PROCEED & MARCH

STEP 02

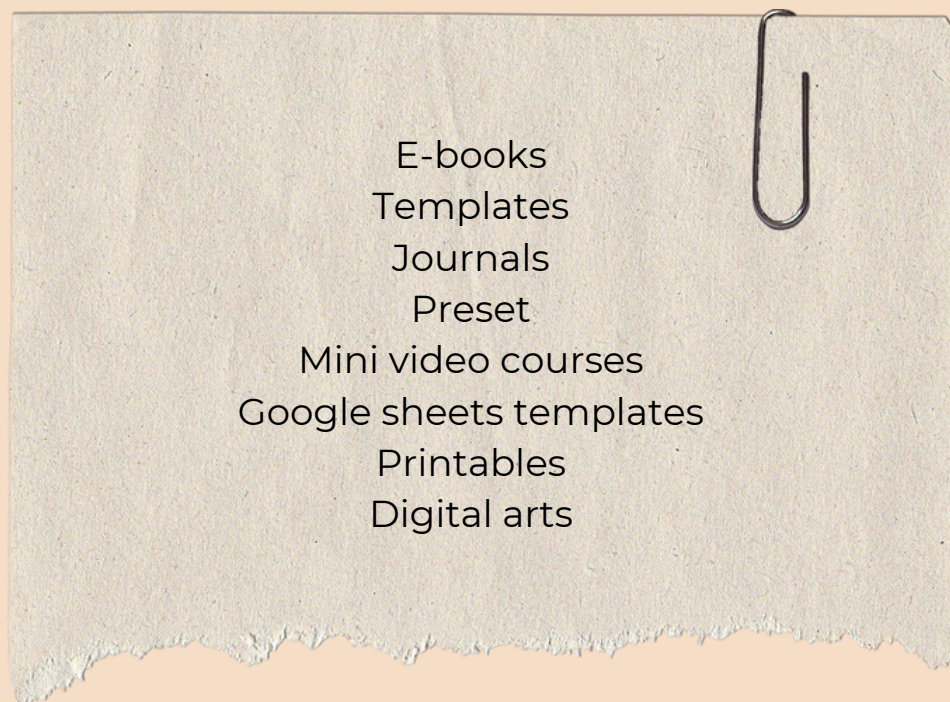
After Joshua received specific instructions from the Lord on how to besiege Jericho, he proceeded as an act of obedience.

Once you get a clear vision of what your digital business will be like, it's time to move forward and do the work. Without action, you will not come anywhere near your breakthrough.

What kind of digital product do you want to offer?

There are many different types of digital products that you can choose from, but the one that you must offer should genuinely solve the problem of your target market.

There are many options to choose from, and it doesn't have to be complicated. It only needs to provide value to people. It must be a solution that works to solve problems. Here are some more examples of digital products:



Let's take for example my experience. I wanted to track my finances better so I could manage the Lord's resources faithfully. I searched online and I found one in an Excel sheet format that's very reliable for only Php249. I'm pretty sure that I'm not the only one who needs to track finances, so if the seller is able to solve the same problem as mine 100 times, that's already 24,900 by just creating one digital product. The good thing about it is that digital product sales can be unlimited! Serving 1000 people will generate 249,000, right?

How can you create a digital product?

To create a digital product, you have to learn and leverage digital tools. For instance, Canva is perfect for creating E-books, how-to-guides, and printables. If you want to sell templates, such as financial trackers, Google Sheet works well. You don't have to be an expert on these tools to start, but you have to be willing to put in the work to learn and act on creating your product.

NOTE: *If you're part of the [OOTB Clubhouse](#), you may use the free templates as reference or resource, BUT make sure that you **customize** the products in a way that will provide real value and solution for your target market.*

How should you name your product?

An easy-to-understand and attractive name is important. You don't want to confuse people with what you offer; otherwise, they might not buy it. Make sure that you prioritize clarity over cuteness. Here are some tips on naming your product:

TIP #1: Focus on Your Target Audience

Identify their needs. What problem does your product solve or what desire does it fulfill? You also have to use relatable language. Choose words your audience uses and understands. For example, instead of "Daily Planner," try "Mom's Ultimate Productivity Planner."

Tip #2: Highlight Benefits or Outcomes

Emphasize the transformation or results your product delivers. In addition, you can use action-oriented or result-focused words like "Boost," "Master," or "Transform." (Examples: "10-Day Social Media Mastery Guide" / "Healthy Meal Planner for Busy Families.")

How can you create a digital product?

Tip #3. Keep It Simple and Memorable

Avoid overly complex or long names. Ensure it's easy to spell and pronounce.

Try coming up with your own product name!

- Write down key features, benefits, and emotions associated with your product.
- Brainstorm 5–10 possible names.
- Narrow it down based on simplicity, clarity, and emotional impact.

With these tips, you should be able to craft a name that is engaging, memorable, and tailored to your digital product's value. Again, prayer is an important key in every step so make sure that as you work on naming your product, pray and meditate on the Word so you'll get supernatural revelation as you continue to build your business.

How much should you sell?

The value that your digital product will provide to your market must surpass its price. This way, your customers will know that they're getting an amazing deal which helps in building trust. You would want to find a balance between having room for future price increases while keeping the price affordable. At the same time, do not underestimate the value of what you are offering. Below are some tips to consider:

- **What problem does your product solve, or what value does it provide?** High-value products, like comprehensive courses or unique designs, can justify higher prices. If your product is unique or hard to replicate, you can charge more.

How much should you sell?

- **Check competitors.** Look at similar products and their pricing. This helps establish a pricing range.
- **Understand Your Target Audience.** Know your audience's willingness and ability to pay. Are they budget-conscious (e.g., students) or willing to invest in premium solutions (e.g., business owners)? If your audience perceives your product as a high-value tool, they'll accept a higher price.
- **Factor in Production Effort.** Consider the effort, skills, and tools required to create your product. Since digital products can be sold infinitely without additional production costs, you can price for accessibility or premium exclusivity.

How do you set up your website?

I am currently using [systeme.io](#) because it's user-friendly and easy to set up. They also offer training and guides on their website. However, there are many other platforms that you can choose from. There's Shopify and Gumroad, too. Before making the decision, do your research and don't be afraid to learn. Get out of the box!

NOTE: *If you're part of the [OOTB Clubhouse](#), you can also use the FREE website templates to start building your own website.*

How do you set up your website?

After selecting a platform, it's time to get your domain and professional e-mail. Choose a domain name that reflects your brand or product (e.g., yourbrand.com). Register it through services like Namecheap, GoDaddy, or Google Domains. Other services even offer lower prices for domains.

Once you have your domain, it is highly recommended that you get an e-mail address that has your domain at the end. This adds to your business credibility. For instance, my e-mail is anne@outoftheboxmom.com.

Do not be overwhelmed with this part. There are many free resources and tutorials that will help you learn, create, and set up your digital business! With God on your side, anything is possible. Don't back down just because the process is new!

How do you plan to sell your product?

This determines your marketing strategy. Selling digital products online can be highly effective when leveraging the right social media platforms. Each platform has its unique strengths depending on your audience and product type. Here are some top social media platforms you can use:

- **Instagram**. This is best used for visual and creative products like design templates, eBooks, courses, or photography. You can use this platform to post engaging visuals (mockups, demos, or customer testimonials). You can also use Instagram stories for product walkthroughs or tutorials. You may also run ads targeting specific demographics.
- **Facebook**. This platform is used for broad audiences and communities, and it is suitable for most types of digital products. After creating a page for your business, you may also use Facebook Groups to engage with niche communities interested in your product. It is also a good idea to post testimonials, live demos, or webinars to showcase your product.
- **TikTok**. This is best used for trending or viral-friendly digital products like design tools, courses, or apps. You may use TikTok to create short, engaging videos showing how your product works. You may also use trending sounds, hashtags, and challenges to increase reach.

How do you plan to sell your product?

- **Twitter (X).** This platform is best used for Informational and tech-related digital products (e.g., SaaS, templates, or eBooks). You may share bite-sized value-packed content (e.g., tips, facts, or insights); promote product launches or sales; and, build relationships with potential customers by engaging in discussions or threads.
- **YouTube.** If your products require demonstrations or you are offering an educational content (e.g., courses, software), then this platform will be pretty useful for you. You may create tutorials, explainer videos, or customer testimonials. You may also optimize video titles and descriptions for SEO. Don't forget to include your product link in the video description or pinned comments.

Additional Tips for All Platforms

- **Cross-Promote:** Share content across platforms to increase visibility.
- **Engage:** Reply to comments and messages promptly to build relationships.
- **Track Analytics:** Monitor performance metrics to refine your strategy.

Choosing the right platform depends on where your target audience is most active and the type of digital product you're selling.

How do you plan to sell your product?

As believers of Christ, our ultimate goal must be to serve others and to glorify God. Does this mean that God isn't concerned about our business profit? Definitely NOT.

Profit is simply a result of creating value for others. It is a byproduct of serving. The more you serve, the greater the profit. This is why having a vision is essential. You want to make sure that you can see yourself reaching and catering to as many people as possible.

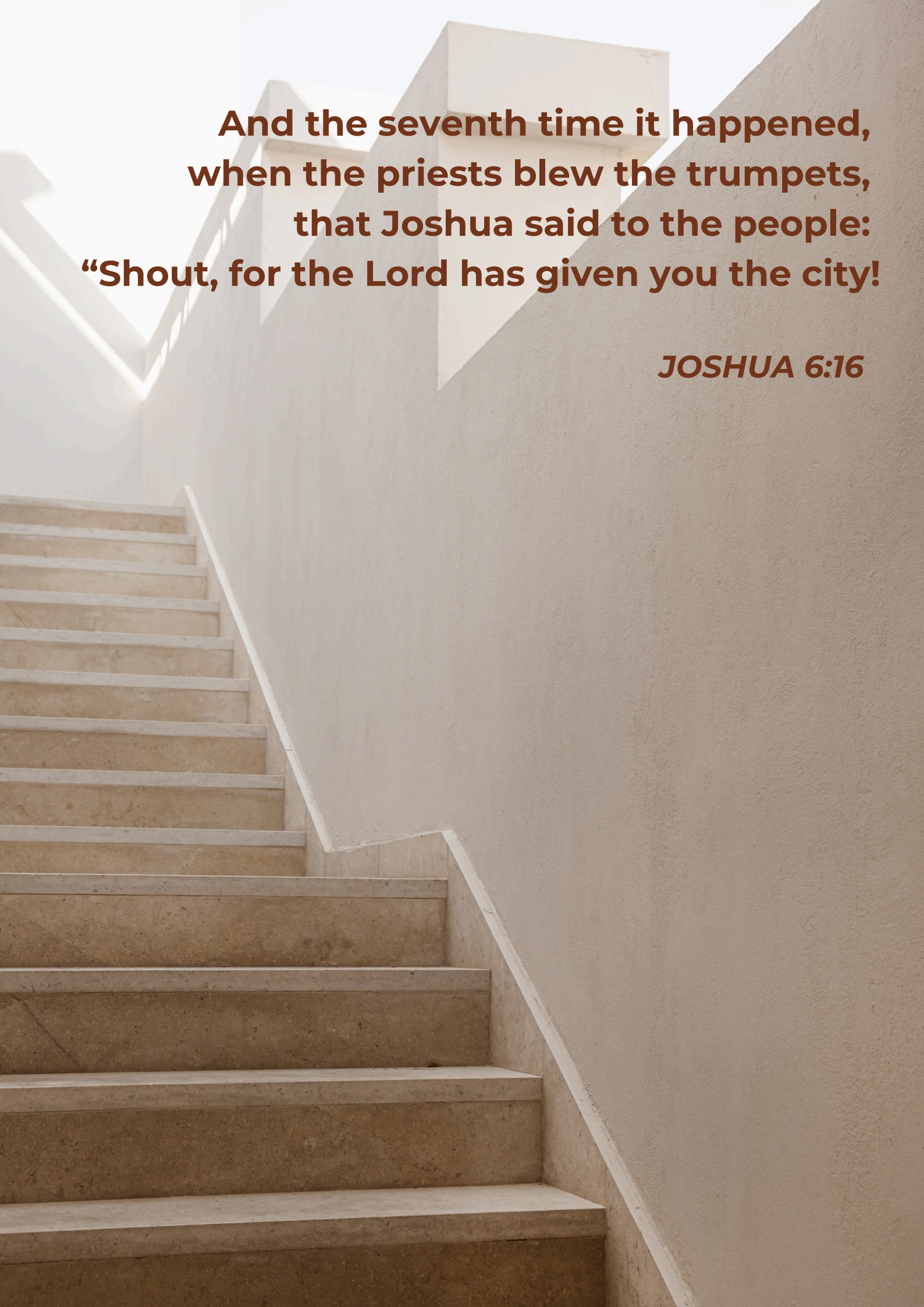
So go ahead and visualize your business. How many people do you want to serve within 30, 60, or 90 days? Create a picture in your mind. Better yet, make a vision board. Be clear and specific. Have a vision and make a plan on how you can step closer to your vision each day. When you have a specific picture in mind, you will do what it takes to achieve it. The Lord said this in Habakkuk 2:2, "Write the vision; make it plain on tablets, so he may run who reads it."

Make sure that you pray and ask the Lord for a vision. He is the one who will empower you to reach it!

Once your product, website, and marketing strategy are set, it's time to jump to the last step!

*Commit your way to the Lord,
Trust also in Him,
And He shall bring it to pass.*

Psalms 37:5



**And the seventh time it happened,
when the priests blew the trumpets,
that Joshua said to the people:
“Shout, for the Lord has given you the city!**

JOSHUA 6:16

SHOUT

STEP 03

Take a moment to think about this part of Joshua's story. He commanded the men of war who were with him to SHOUT for victory before they set foot to Jericho, and this shout was followed by the fall of the Wall. They were able to conquer the city of Jericho afterward. It was a great triumph!

Joshua was so confident in God's Words that he declared their victory even before he literally saw it happen. Likewise, you have to believe in your own victory. You have to believe in your own product or offering which was created based on your God-given passion and skills. Believe that it will bring value to others, and shout it out loud!

It's time to launch your product!

If you are using Instagram, Threads, or other platforms, make sure that you add your website to your bio. Share your story from a genuine heart. Talk about the benefits of your product. You don't have to do hard selling. People don't like being sold to, and you don't have to push people to buy your product if it won't benefit them. Think about it. A person who's sick and who needs medicine doesn't need anyone to convince them to buy the medicine. Instead, that person will go to where the medicine is available and he will purchase it to solve his health problem. This means that all you have to do is tell the world that your product is available to help them. Tell the world that you and your product exist so they'll know where to find you. Those who need your product will buy from you when they need it as long as they know that what you offer will solve their problems. Again, it may take time but if you know that you will be able to serve someone, you'll also know that it's going to be worth it.

Keep sharing! It's normal to get tired sometimes, but keep going anyway. Being able to create something that would add value to other people's lives is a victory in itself. When you add value to others, value is added to you as well. In a business sense, this translates to profit. Now, don't be afraid and shout that victory!

NOTE: *The resources inside the [OOTB Clubhouse](#) should give you more ideas and tools to do this 3rd step. It includes a guide on how to convert followers to sales through reels, ideas for hooks and captions, and more.*

DIVINE NICHE ANALYSIS WORKSHEET

A: Identify Your Interests

What topics excite you or hold your attention consistently?

- Which hobbies or activities do you enjoy in your free time?
- What blogs, podcasts, or YouTube channels do you follow regularly?
- If money weren't a concern, what would you spend your time doing?
- What topics do you often find yourself talking about or sharing online?
- What types of problems are you passionate about solving?

List down your top interests:

- 1.
- 2.
- 3.

B: Assess Your Skills

What are you good at—naturally or through practice and learning?

- What hard skills (e.g., coding, design, marketing, cooking, sewing) do you possess?
- What soft skills (e.g., communication, problem-solving) do others compliment you on?
- What tools, software, or platforms are you proficient with?
- What can you teach someone else confidently?
- What tasks do others frequently ask you to help with?

List down your top skills:

- 1.
- 2.
- 3.

DIVINE NICHE ANALYSIS WORKSHEET

C: Review Your Experience

Where have you gained practical knowledge or achievements?

- What industries have you worked in?
- What roles or responsibilities have you handled?
- What personal or professional projects have you completed?
- What education, certifications, or training do you have?
- What have been your most successful past ventures or tasks?

NOTE: This doesn't have to be professional (employed) experience. Any experience where you use your talents or gifts counts.

List down your areas of experience:

- 1.
- 2.
- 3.

D: Market Opportunity & Problem Fit

Do your interests, skills, and experience solve a real need in the market?

- What specific problems or frustrations do people in this space face?
- Are people already spending money to solve these problems?
- Can you offer something better, cheaper, faster, or more unique?
- Is there a growing trend or underserved segment in this area?

List down potential problems to solve:

- 1.
- 2.
- 3.

DIVINE NICHE ANALYSIS WORKSHEET

E: Narrow down your niche

Refine your niche to a specific group with a clear problem.
Use the formula:

[Audience] + [Problem] + [Your Solution/Format]

Example: Busy professionals + struggle to meal prep healthy food
+ weekly meal plan subscription

Sample niche statement: *I help busy professionals who struggle to meal prep healthy food by offering a weekly meal plan subscription that saves time, reduces stress, and supports a healthier lifestyle.*

Write down your niche statement below:

CONGRATULATIONS!

I can't wait to hear your own story and what you have to offer. I believe that God put it in your heart to start a business so you can earn more, give more, and serve more. I'm so excited about your breakthrough. When you build with the Word, you build with Jesus and that means you have a strong foundation. I hope that you'll send me a message on Instagram when you launch your business. I'd love to support you and pray for your success!

See you out of the box!
Anne

