



# HOW TO START *Digital Marketing*

Everything You Need To Know



FREE GUIDE

# ABOUT ME

Hi, I'm Nicole



## WELCOME TO MY COURSE

I'm 28 years old, a mom, a freelancer, and an entrepreneur. Last month April 12, 2024, I took a course and switched my stagnant IG Profile into my business account. I am a woman who sometimes feels guilty when I feel like I'm wasting my time or not being productive in a day. I've always wanted to create something that I can call my own while having the freedom and flexibility to live on my own terms. And for me to be able to start this business, I had to let go a few clients, and it did a huge impact on my monthly earnings.

I don't know about you, but I have always felt that trading my time for money will not going to work long term. Working 40+ hours per week was killing me, and I felt like we were missing out on SO MUCH. I knew the only way to really experience financial and time freedom was to have streams of passive income.

And that's exactly what digital products allowed me to do.



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*thank you!*

LET'S DO IT!



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# WHAT IS A DIGITAL PRODUCT?

A digital product is a product that exists only in digital form. It can be downloaded or streamed, and does not have a physical form. When purchased, it is automatically emailed to your customer, so you don't have to do anything to fulfill the order. This makes it the perfect way to create a passive income stream. Digital products can be anything from ebooks and software to courses and templates.

## Here are some examples for Digital Products:

- E-books
- Software
- Images
- Online Courses
- Fonts
- Templates
- Color Palettes
- Printables
- Presentations
- Memberships
- Coaching
- Infographics
- SVG's Audiobooks
- Webinars And so much more!





## IF YOU WANT TO SELL ONLINE, DIGITAL PRODUCT IS THE BEST WAY

If you're looking for a way to make money online, selling digital products is a great option. It's:

1. **Low start-up costs:** Selling digital products doesn't require a lot of upfront investment. You don't need to buy inventory or rent a storefront. All you need is a computer and an internet connection.
2. **Easy to scale:** Once you create a digital product, you can sell it to an unlimited number of people.
3. **Global reach:** Digital products can be sold to people all over the world. This means you can reach a much larger audience than you could with a physical product.
4. **Convenient for customers:** Digital products can be downloaded or streamed instantly, so customers don't have to wait for them to arrive in the mail.
5. **Passive income:** Once you create a digital product, you can continue to sell it for years to come. This means you can generate passive income, even if you're not actively working on the product.

S T E P

# 01

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## CHOOSE A NICHE

**A niche refers to a category of products or services you'll promote or sell which also determines who your target audience is.**

**Focusing on a specific niche that you're interested in and passionate about allows you to better meet the needs and demands of this specific group, and at the same time makes you more motivated and allows you to enjoy and be comfortable in promoting your products**

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## CHOOSING A NICHE

**Other Profitable Niche Ideas: Online Courses, Checklists & Planners, Marketing Templates, Travel, Parenting, Printable Journals & Trackers, etc.**



### PROMINENT INDUSTRIES:

- Health Niche
- Wealth Niche
- Relationships Niche
- Motivational Niche
- Freelancing Niche

### IF YOU'RE NOT IN ANY OF THE 5 NICHES, THINK ABOUT THESE THINGS:

- Who is your dream buyer?
- What problems to solve?
- Have a clear brand that will attract your dream buyers
- What socials do they use?
- What's their interests?

S T E P

02

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## CHOOSE YOUR PRODUCT

There are 2 ways to have a Digital Product you can sell.  
You can create your own Digital Product, or you can opt to buy  
a **Done-For-You Digital Product with Master Resell Rights (MRR)**.

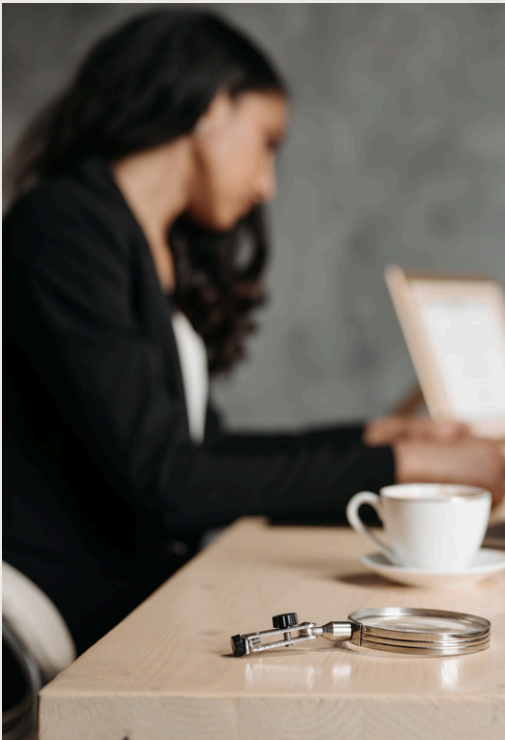
# DECIDE WHAT PRODUCT TO SELL

## Think about your skills and interests

What are you good at?  
What are you passionate about?

These are good places to start when brainstorming ideas for digital products to sell.

**Pro Tip -** There is a whole module in this digital marketing course to help you find your passion.



## Do a market research

Once you have a few ideas, do some research to see if there is a demand for them.

You can use tools like Google Trends and keyword research tools to help you with this.



## Create a buyer persona

A buyer persona is a fictional representation of your ideal customer. This will help you to create a product that is tailored to their needs and interests.



## If you are creating the product yourself:

Make sure it is high-quality and error-free. If you are creating a text-based product, like E-books, templates, presentations, printables, etc., **Canva is the way to go!** This is a FREE program that can help you create beautifully designed digital products.

## If you are acquiring the product:

Make sure you have the rights to sell it. Do not sell a product that you don't own! This is how you can sell products that you didn't create:

**Master Resell Rights (MRR)** - You can purchase a product that you did not create and resell it as your own, usually with MRR. You keep 100% of the profits. A minimum price is usually set.

**Private Label Rights (PLR)** - This allows you to sell or give away a product while retaining 100% of the profits. You can usually edit it or resell it as is. You keep 100% of the profit.

# HOW TO SELL YOUR PRODUCT

## 01. Stan Store

- Ideal if you will be using social media for marketing.
- All in one, beginner-friendly, creator store.
- Easy link to add to bio with everything in 1 place - No need to create a domain or sales funnel
- No transaction fees  
\$29/month for Creator Account Create your store here & receive a 2 weeks FREE TRIAL!



## 02. Systeme.io

- This is a FREE platform used to automate your business You will need to create a domain & build a sales funnel Email autoresponder included
- Will need to set up Stripe or Paypal or other payment processing service
- Recommended for beginners who want no overhead costs
- This system is not as beginner-friendly as Stan Store, but is still a great option with the right training

## 03. ETSY

- Beginner-friendly, marketplace with a built in customer base of over 95 million active buyers
- No marketing required. Just be sure to include strong SEO in your shop and listings and use eye-catching listing photos
- Only pay a \$0.20 listing fee, plus transaction fee on every sale. Setup your shop here and receive 40 free listings!

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S T E P

# 04

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## MARKET YOUR PRODUCT

**Let me remind you that this is a business, and learning how to market your products is essential. But the good thing here is a lot of ideas and information are now available online for free.**

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# PROMOTE YOUR PRODUCT

Let's talk about **social media** for a second!

To start promoting your product you'll have to **start building your brand** and the best way to do it is while you're working on your digital product! You don't want to keep wasting time and not post because your digital product is not ready!



## Here's what you're going to do:

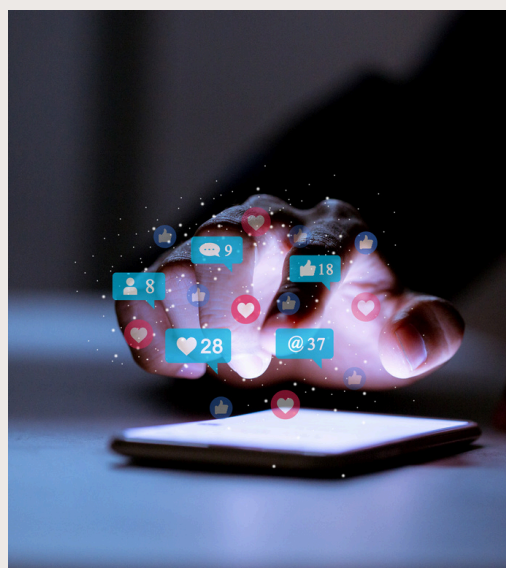
- Post contents to attract your "dream buyer"
- Lead them to your freebie in exchange for their email to market it to when you launch
- Start talking about your product and make it known so that when you do launch your audience already knows!

# SELLING THROUGH SOCIALS

## Instagram

Instagram is an excellent platform for creating and selling digital products! **Instagram Reels** are especially popular right now for capturing your audience's attention. It is also **easy to build a sense of community and relationship here, through DM's** or direct messaging system built in the app, you may want to **utilize this** as well.

- Stay updated on trending topics, challenges, and hashtags relevant to your niche or industry. Create reels that leverage these trends to boost their chances of being discovered by a larger audience.
- Grab the viewer's attention within the first few seconds of your reel. Utilize eye-catching imagery, bright colors, and engaging captions or hooks to make your content stand out as users scroll through their feeds.
- Showcase your personality and authenticity. Infuse your reels with your unique style, humor, or storytelling. Authentic content resonates with audiences and encourages them to engage, comment, and share.



# SELLING THROUGH SOCIALS

## TikTok

Looking to **expand your reach** beyond Instagram? TikTok is the perfect platform to explore! With its **rapid growth and diverse user base**, it's not just for dance challenges and comedy skits. It offers incredible opportunities to market and scale your digital products business.

## Pinterest

Pinterest is more than just a platform for inspirational boards and pretty pictures; it's a powerful tool for promoting and growing your digital products business. As a visually-driven social media platform and search engine, Pinterest is used by millions to discover new ideas, products, and inspiration.

**These are just the most popular. There are many other platforms including Shopify, Gumroad, Creative Market, your own website, & so many more.**



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# WHAT'S *next?*

Now it's time for you to take action and create your own **digital products** to unlock a **stream of passive income!** Use this guide to help you step by step, and act **NOW** while you're motivated!

**This is just the beginning of your digital marketing journey.**



Feeling inspired, but still unsure  
where to start?

You may grab my [GET RICH STARTER KIT](#)  
to help you jumpstart your digital  
product business **without literally starting  
from scratch.**

**This is a comprehensive, self-paced, step-by-step guide. It teaches you how to setup necessary systems and automation to make passive income. It has resources, guidance and skills that I honestly cannot put a price tag on.**

# BEFORE YOU GO *here's my offer!*

YOU DON'T HAVE TO SEE THE WHOLE STAIRCASE, JUST TAKE THE FIRST STEP

a Done-For-You digital product blueprint,  
that you can rebrand and resell as your  
own, then keep 100% of the profit!

## DIGITAL PRODUCT BLUEPRINT

*Sell in 14 days*



NEED ANY HELP?

*let's chat!*

I'm always here to support and cheer you on! Should you have any questions about this guide, just send me a direct message. My contact info is below.

I can't wait to hear from you!



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XOXO

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