

The background of the image is a grayscale photograph. In the upper left, a portion of a laptop keyboard is visible, showing keys with Cyrillic characters. The rest of the image is filled with crumpled, white paper, creating a textured, layered effect. The text is overlaid on this background.

# THE BEGINNER AI TOOLKIT

LAUNCH YOUR DIGITAL  
PRODUCT WITH EASE, SOUL &  
STRATEGY

EVERYTHING YOU NEED TO CREATE, AUTOMATE,  
AND SELL A DIGITAL PRODUCT—  
WITH THE HELP OF AI TOOLS (LIKE CHATGPT) AND  
ZERO TECH OVERWHELM.



# HEY, I'M VERONICA

I'm an entrepreneur and businesswoman passionate about helping women make money online—without sacrificing their time, freedom, or soul.

I believe you don't have to choose between building wealth and living a life you love. Thanks to digital products and automation, it's possible to earn more than you imagined and have the freedom to be present with the people who matter most.

I got my start with a done-for-you digital marketing course that helped me launch faster (I'm actually an affiliate for it now because I still believe in it—**you can check it out here**).

That course opened my eyes to what's possible, and now I'm here to help you do the same.

There are so many ways to create passive income through digital products—and the best part? You don't need to be techy, go viral, or spend a fortune to get started.

Digital marketing is a multi-billion-dollar industry that works for any niche or background.

And once you create something valuable, you can sell it over and over again—with low overhead and high profit margins. That's why I created this toolkit: to help you simplify, start, and succeed.

*Veronica Raleigh*

LET'S DO THIS!



# IN THIS GUIDE

You're not just learning how to create a digital product. You're learning how to build something that sells—with strategy, soul, and simplicity.

Inside this guide, I'll walk you through how to:

- Research and validate your idea
- Design your brand and message
- Set up your systems (without tech stress!)
- Handle the legal + launch logistics with clarity

It's everything I wish I had when I started—now in your hands. And yes, we're making it fun and doable. You've got this!

Tag me on your Instagram story (@Iam.VeronicaRaleigh) while you build—I'd love to celebrate your journey!

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# 01: GETTING PREPARED

Before we dive in, let's get you set up with the core tools that will make this journey smooth, creative, and wildly doable—even if you've never launched anything before. This isn't about being perfect or techy. It's about becoming familiar with the tools that will help you create, sell, and automate with ease.

## **ChatGPT** – Your Personal AI Assistant

Think of this guide as co-created with a smart, friendly assistant (me!) who's always ready to help.

Whether you're stuck, brainstorming, or just need a second set of eyes—AI is here to support you.

With ChatGPT, you can:

- Generate product ideas
- Come up with business names
- Write emails, bios, captions, and landing pages
- Organize your thoughts + overcome perfectionism
- Save time and get out of your own way

It's not about replacing your voice. It's about unlocking it.

You'll find prompts throughout this guide to help you use ChatGPT in a way that feels aligned, authentic, and easy.

Start with the free version at [chat.openai.com](https://chat.openai.com) or explore tools like SoulSync AI if you want something more soulful.

## **Canva** - Bring Your Product to Life

This is where your product comes to life—beautifully and simply.

Canva will help you design your digital product (ebooks, journals, guides, templates—you name it) in a way that feels professional and aligned with your vibe.

Start with the free account. It's more than enough to begin. Later on, you might want to upgrade (I eventually did!) for access to premium templates, brand kits, and extra design magic. But no rush.



**AI Tip:** You can also use Canva's Magic Write feature to brainstorm ideas and generate copy.

### **Stan Store** - Your Digital Business Home

This is your digital storefront—your one-stop link in bio.

Stan is where you'll create your sales page, deliver your product, and even collect emails. I use it myself and I'm obsessed. Why? Because it's simple, beautiful, and beginner-friendly.

You can also use your Stan Store to house other links:

- Affiliate products
- Books you recommend
- Future offers

**Heads up:** You get a **14-day free trial**, so wait to activate your Stan account until your product is ready to go live!

StanStore comes with a built-in email platform—no need for extra tech or confusing automations.

You'll be able to:

- Collect emails
- Send newsletters
- Deliver lead magnets
- Automate launch sequences

They look clean, are easy to write, and feel personal. Just how we like it.

***YOU'RE NOT BEHIND.*** You're becoming.

This toolkit was designed to meet you where you are—and walk with you toward the life you're building.

Let's start simple, stay curious, and move with purpose.



# 02: CHOOSING A BUSINESS NAME

## Choosing a Business Name (with AI Prompts!)

Now it's time to choose your business name—this is one of the most fun and empowering parts of building your brand! It's a creative process, but it's also a strategic one—and you don't have to do it alone.

This time, we're letting AI help us brainstorm with confidence and flow.

What Makes a Good Name?

### Clarity is queen.

Your name should give people a quick sense of what you do. If it hints at a transformation (healing, freedom, visibility, income, confidence, etc.), even better.

Include keywords (if it fits).

If you can naturally work in a keyword that connects to your niche, go for it! It helps with visibility, SEO, and building brand trust right away.

### When in doubt, use your name.

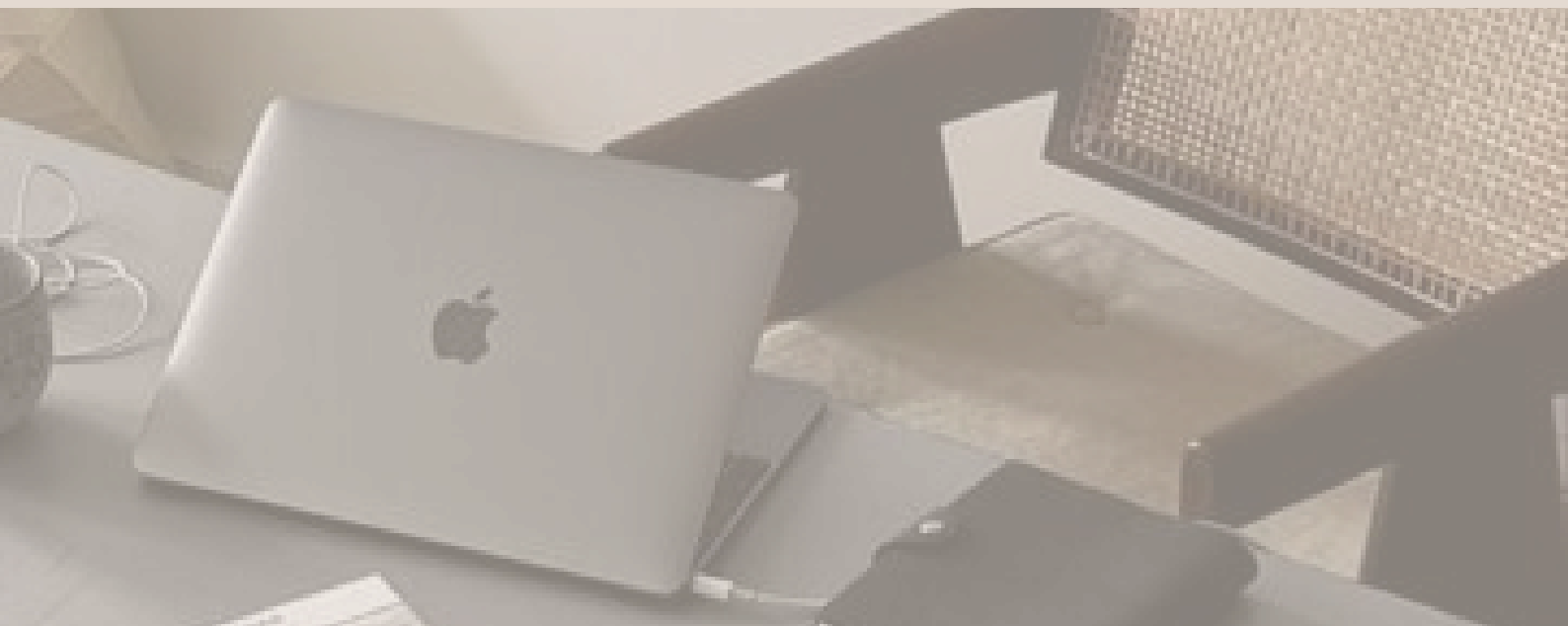
You are your brand—especially if you're just starting out or your niche is still evolving.

Your name builds trust, shows up authentically, and gives you space to grow.

Avoid overused handles.

Skip generic names like “makemoneywith\_\_\_” or “bossbabe\_\_\_.” These are oversaturated and easy to forget. Choose something with personality and presence—it doesn't have to be flashy, just *true*.

*Keep it simple.*



If you have to overexplain it, it might not land. Clear beats clever. Memorable beats mysterious. Let it evolve.

The first name doesn't have to be the final one. Pick something that feels close to your truth, and refine as you grow.

### ***Let AI Help You Brainstorm***

AI can make the creative process smoother by helping you uncover ideas you hadn't even considered. Use these prompts to spark names that align with your purpose and energy:

#### **Prompt 1:**

“Act like a brand coach. Ask me 5 questions to help uncover a unique, aligned business name based on my niche, personality, and long-term vision.”

Let AI guide your self-discovery—then answer with honesty and curiosity.

#### **Prompt 2:**

“Based on this info [insert your niche, who you serve, and your mission], give me 5 name ideas that are clear, unique, and available as Instagram handles.”

Tip: Tell AI to avoid generic or overused words and favor ones that feel warm, creative, and authentic.

#### **Prompt 3:**

“I want my business name to feel like [insert emotion: empowering / calming / premium / creative / grounded]. Give me a list of potential names that match that tone and intention.”

Names are energy. AI can help you find words that match the vibe you want to lead with.

You Don't Need the Perfect Name to Begin

The goal isn't perfection—it's momentum.

Give yourself permission to pick a name that's “good enough for now,” and evolve it as your vision gets clearer.

You're not just choosing a name.

You're giving shape to your voice, your mission, and your future impact.

Choose with intention.

Act with courage.

Let's go.

# 03: DEFINING YOUR NICHE

Let's get clear on the most important question in your digital business:

## What problem do you solve?

This step is foundational. If you skip it or stay vague, your message won't land and your content won't convert. When your niche is clear, your offers hit harder and your audience feels seen.

## What is a niche?

Most people confuse their niche with their ideal customer—but they're not the same.

- Your niche is the problem you solve.
- Your customer avatar is the person you solve it for.

That's it. No overcomplicating required.

You don't have to get it perfect. You just need to start specific.

## Why Is This So Important?

Some creators never see traction in their business because they skip this clarity step. They try to help "everyone," which ends up resonating with no one.

But once you define your niche, everything starts to click:

- Your content becomes more focused
- Your offers solve real pain points
- Your audience knows you "get them"

## The 3 Evergreen Niches

These are the three categories where people are always willing to spend money:

1. Health – weight loss, sleep, confidence, wellness
2. Wealth – income, business, digital skills, saving money
3. Relationships – love, parenting, communication, boundaries

If your offer falls within one of these, great! But even if it doesn't, don't worry.

You can still succeed—just be extra clear about the transformation you provide.



**This will help you!** I want you to write down ALL of the problems you can solve. Don't leave any stone unturned. This will also double as your product idea list.

## Keyword research

Alright, now here's where we find out JUST how profitable your ideas are. Use **Wordstream** and start searching some keywords from your product idea list!

Keywords are so handy for helping you discover how many people have the problem you solve, by uncovering just how many people are searching those terms on search engines every month! To find a truly profitable niche, you want to aim for 20k searches for each keyword. Save all keywords you've searched and make sure you keep note of how many searches they have.

# Free Keyword Tool

Discover new keywords and performance data to use in your site content, Google Ads campaigns and more.

**Enter a keyword or website URL to find suggestions:**

www.example.com or keyword

**FIND MY KEYWORDS**

## AI Boost Tip: Let ChatGPT Help You Brainstorm

Don't feel like you have to come up with everything on your own. AI can help you explore and refine your niche. Try asking ChatGPT:

"What are common problems people face when trying to [insert your topic]?"

"Give me 10 niche ideas related to [insert your skill or passion]."

"What keywords or content themes are trending in the [your niche] space?"

Let AI guide your thinking and spark ideas you hadn't considered yet. This is how we co-create smarter, not harder.

digital products

18,100


My Example:

I'll use my niche as an example. Practically, I create and sell digital products and I help other people create and sell digital products (like I'm doing now with this guide!).

So I searched "digital products" and found out it only has about 18k searches per month. Not bad, but not quite enough.

(Remember, we want at least 20k monthly searches to know there's a real audience actively looking for the solution you offer.)

This is why knowing the problem you solve is just as important as the product you sell! While I may sell digital products that teach people to create their own digital products, it's not the problem itself but only the solution to the problem....so what's the problem I'm solving, you ask?

Keywords	 Monthly search volume
make money online	301,000
make cash online	301,000
generate income online	301,000
create money online	301,000
ways to make money online	74,000
ways to earn money online	74,000
ways to get money online	74,000

I help people make money online. (I can just hear the lightbulbs going off in your head right now)

Another super helpful tool for understanding what problems people are actively searching for is **AnswerThePublic**. It shows you real questions people are asking around your topic—perfect for keyword research and content creation.

Here's what to do:

- Search the keywords you found on Wordstream
- Browse the questions people are asking
- Save the ones that relate to your niche

**BAM!** You'll probably uncover more than one problem worth solving.

But let's stay focused:

You don't need to solve every problem in your niche with a single product. In fact, your offer will convert way better if it clearly solves one specific problem. Just take your customer from Point A to Point B. That's it. Don't overcomplicate it.

**Bonus tip:** You can also ask ChatGPT to help you expand on what you find. Try: "Turn this keyword into a list of real problems people might face," or "Based on these search questions, what digital product could I offer?"

And here's something you'll want to remember later down the road:

Pay close attention to the other struggles your audience mentions while solving the first problem.

That's where your next product idea is hiding. (*Trust me, the ideas won't stop coming!*)



# 04. BRANDING BASICS MADE SIMPLE

Let's give your business a vibe they'll remember. When you think of branding, what's the first thing that comes to mind?

For most people—it's colors. And that's not a bad place to start!

Colors communicate energy, emotion, and style before anyone reads a single word from you. They're visual signals that tell your audience how to feel about your business.

Real Talk: Your vibe attracts your tribe.

I personally chose clean, crisp tones for my brand: cream, grey, and white. These colors feel calm, clear, and professional to me—and they attract people who resonate with that vibe too.

Your brand palette sets the tone. It's more than pretty—it's emotional design. The colors you choose can make someone feel trust, clarity, excitement, empowerment, or safety... sometimes before they even realize it. So choose with intention. Choose what feels like you.

Before picking your colors, ask yourself:

- How do I want to come across?
- (Energetic? Calming? Bold? Soulful? Professional?)
- What emotion do I want people to feel when they see my content?
- (Excitement? Trust? Peace? Inspiration?)
- What brands do my ideal clients already love—and what does their visual branding look like?

This is your permission to build a brand that reflects your energy—not just trends.



**Bonus:** Want help choosing your brand colors?

Ask ChatGPT:

“Act like a branding strategist. Based on my niche and ideal audience, give me 3 color palette ideas and describe the emotion each one evokes.”

You’ll be surprised how aligned and helpful this AI creative brainstorming can be.

### **Learn from Others—but Stay True to You**

It’s also helpful to check out what’s working for others in your niche. Look at a few successful competitors—the ones solving similar problems—and observe their branding.

What colors are they using?

What emotions do their visuals give off?

What vibe are they creating?

Now here’s the important part:

### **Don’t copy.**

Get inspired, but don’t duplicate.

Copying someone else’s branding never hits the same—because it’s not rooted in your truth. When you try to be someone else, your energy gets diluted. But when your branding flows from who you are, that’s when it clicks. People feel it.

Instead of replicating what others are doing, look for:

- Patterns and themes that work
- Color moods that feel right for your audience
- Visual styles that align with your personality

Then: take those insights and make them your own.

### **Color Theory 101**

Color isn’t just decoration—it’s communication.

Each color sends a message to your audience about what kind of experience they’ll have with your brand. These emotional signals shape how people feel about your work before they even read a word.

## Color Theory: Branding Breakdown

Use this guide to help you choose colors that reflect your brand's emotional tone.

### Color

- Blue
- Green
- Pink
- Yellow
- Purple
- Black
- Neutrals

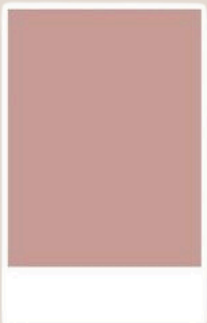
### Feels Like

- Calm, honest, grounded
- Fresh, abundant, natural
- Soft, nurturing, feminine
- Energetic, happy, confident
- Wise, soulful, mystical
- Bold, elite, luxurious
- Clean, clear, professional

### Works Well For

- Wellness, education, coaching
- Health, sustainability, growth
- Self-love, healing, creativity
- Brands with bold or creative edge
- Spiritual, transformation niches
- High-ticket, premium branding
- Personal brands, minimalist style

## colour palette ideas



## Psychology Meets Practicality

After you pick colors that match the feeling of your brand, don't forget this crucial step: Make sure your text is readable.

This may sound obvious, but it's often overlooked. Your color contrast should make your message pop, not disappear. Always test your color combinations to ensure they're easy on the eyes—especially on mobile.

## Bonus Tool: Name + Brand Colors in One with Namelix

Once you've thought about your brand vibe, you'll need a name that matches. This is where Namelix becomes your new favorite AI assistant.

What does it do?

Namelix is an AI-powered tool that generates short, brandable business names based on your keywords. But that's not all...

Why is it helpful?

Once you choose a name and logo, Namelix shows you:

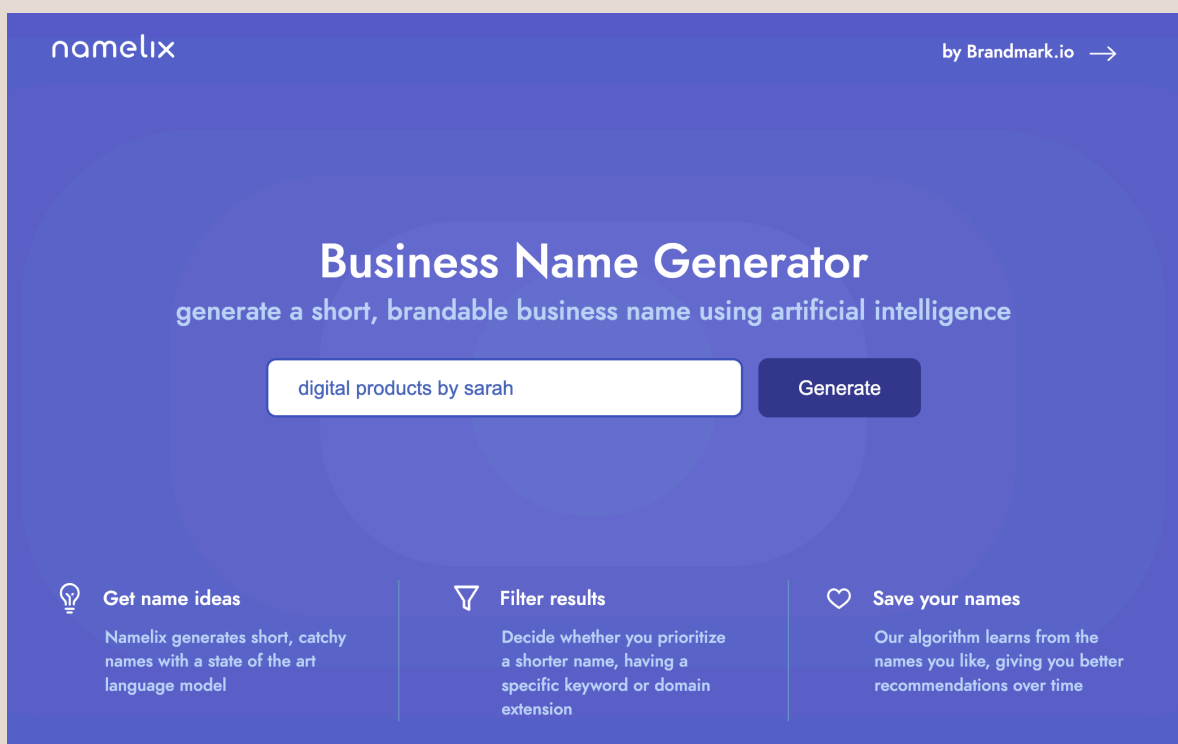
- A professional logo design
- A matching color palette
- And a visual mockup of your brand vibe

It's like having a mini branding agency, for free.

Try this prompt:

“digital products by [your name]” or “healing habits for women”

Then explore the results that feel most aligned with your message.



# 05: GETTING YOUR DOMAIN & EMAIL

## **Look professional—even without a website.**

You don't need a website to start—but you do need to look like you mean business. A domain and a branded email go a long way toward building instant credibility.

## **Why Get a Domain Name?**

The main reason to secure a domain now isn't to launch a website. It's to unlock a professional email address tied to your business name. That way:

- You look more legit than using a Gmail or Yahoo email
- You can connect it with your Stan Store, email campaigns, and lead magnets
- You're ready to start building your email list from day one

## **How to Choose a Domain Name**

Keep it simple and close to your brand name—so your audience remembers it easily. Ex: veronicaraleigh.com, shinefromwithin.co, digitallight.ai, etc.

Use domain checkers like:

- [Namecheap](#)
- [Google Domains](#)
- [GoDaddy](#)

## **Recommended domains:**

.com (best) | .co | .ai | .digital | .me

Avoid hyphens or complicated words. Think short, clear, and brandable.



## Setting Up a Professional Email (Optional but Powerful)

Here's where your domain becomes useful—set up a branded email like:

- hello@yourdomain.com
- support@yourdomain.com
- yourname@yourdomain.com

This helps when:

- Sending automated emails via Stan Store
- Delivering lead magnets
- Connecting with potential collaborators or affiliates

Tools you can use:

- Zoho Mail – free tier available
- Google Workspace – professional, paid option
- Proton Mail – privacy-first

**Not ready to get a domain?** No worries.

You can still set up email automation using Stan Store's native system, and update to a pro email later.

### **Bonus AI Prompt: Domain Name Ideas:**

“Give me 5 short, brandable domain name ideas based on this business: [describe your niche or product focus]. Avoid hyphens and keep it under 15 characters.”

Example prompt:

“I help Spanish-speaking women over 50 launch their first digital product using AI. Give me 5 domain ideas.”

Watch these videos to learn how to...

**[Register and set up your domain](#)**

**[Set up your professional email](#)**



# 06: FINDING & VALIDATING YOUR PRODUCT IDEA (WITH CHATGPT)

**Turn your skills into sellable solutions**—backed by search data + soul

You don't need to be a "guru" to create a digital product that sells.

You just need to solve a real problem—and validate that people want what you offer.

This chapter will help you uncover your aligned idea... and back it with data + demand using AI tools.

**Step 1:** Brainstorm What You Can Solve

Start with what you know, what you've lived, and what others ask you for help with.

**Prompt:**

"Make a list of every problem you've helped someone solve—big or small. Don't filter. Just list."

These will become your product ideas.

**Now ask ChatGPT:**

**Prompt:**

"Act like a digital product strategist. Based on this list of problems I can solve, what are 5 digital product ideas I could create for beginners?"

(Paste your list into the prompt)

**Step 2:** Validate with Keyword Research

You want to make sure people are actually searching for the problem you solve.

Here's how to check for demand:



### **Tools to use:**

- [WordStream Keyword Tool](#)
- [Ubersuggest](#)
- [Google Trends](#)
- [AnswerThePublic](#)

Search phrases that relate to your offer (ex: “how to create a digital product” or “journaling prompts for self-healing”).

You’re looking for:

- 10k–30k+ searches/month = good demand
- Specific, solution-based keywords (not too broad)

Example (from your DWA notes)

I searched “digital products” and found it only had about 18k searches/month.

That’s decent—but when I looked deeper, I found keywords like:

- “Make money online” – 301,000
- “Create digital products” – 74,000
- “Ways to earn money online” – 74,000

The problem I’m solving? Helping people monetize their knowledge and skills.  
And now I know people are looking for that.

### **Extra AI Help: [AnswerThePublic](#)**

This tool shows you questions real people ask around your topic.

### **Prompt idea:**

“Search the phrase ‘[your idea]’ on AnswerThePublic. What are the top questions people ask?”

Use those questions to refine your idea, name your product, or even plan your content.

### **Narrow it Down to ONE**

Don’t try to solve everything in one product. Pick one clear, specific solution. A product that solves one problem well is better than one that tries to do everything.

Trust your gut, validate with search data, and let AI help you shape it.

Would you like me to format this into Canva next, or move forward with:

# 07: COMING UP WITH YOUR PRODUCT IDEA

(Solve one problem. Create one transformation. That's enough.)

Now that you've defined your niche (aka the problem you solve), it's time to decide how you want to solve it.

This is the beginning of your product journey—turning your knowledge, story, or unique experience into something digital, valuable, and sellable.

What Kind of Digital Product Should You Create?

You don't need 10 ideas. You just need one good one to get started.

Here are beginner-friendly formats you can explore:

- **Ebooks or Guides** – Ideal for teaching, explaining, or storytelling
- **Journals or Workbooks** – Great for transformation, healing, self-reflection
- **Templates or Toolkits** – Useful for organization, email, content, wellness, etc.
- **Mini Video Lessons** – If you like speaking, teach 3–5 short lessons (no full course needed!)
- **Email Challenges** – Great way to connect with your audience and deliver bite-sized value
- **Digital Subscriptions** – Low-effort, recurring content like weekly tips or affirmations

**Tip from experience:** Skip the urge to create a full course as your first product. Start with something that feels light and doable so you can launch sooner and learn faster.

Use **ChatGPT** to Spark Product Ideas

**AI** is your **creative partner** in this journey. Try these prompt examples to get clarity:



**Prompt 1:**

“Based on my niche [insert niche] and the problem I solve [insert problem], what are 5 simple digital product formats I could create to help my audience?”

**Prompt 2:**

“What digital product ideas can I sell for under \$100 that help people with [insert problem]?”

**Prompt 3:**

“Act as a product strategist. I want to create a [journal/workbook/ebook/etc.] that helps people [insert goal or transformation]. Give me 5 theme or title ideas.”

Let **AI** help you narrow it down, not overthink it.

**Mini Mindset Check-In**

People will pay for anything that makes their life easier, better, or clearer.

Even if it's small. Even if it's simple.

Especially if it's clear and easy to follow.

So... stop waiting. Start sketching.

*You don't need to be fancy. You need to be focused.*

**Bonus Prompt: Planning Out Your Product**

“Help me outline a digital product that solves [insert problem]. Break it into 3–5 main sections. Include a creative product name and bonus ideas to increase value.”



# 08: CHOOSING A NAME FOR YOUR PRODUCT

*(Because words carry energy—and clarity sells)*

**Your product name is more than a label.**

It's the invitation. The promise. The first moment your ideal client says: "That's what I need."

You want it to be **clear, meaningful, and aligned**—not just trendy.

## What Makes a Great Product Name?

Here are some things to keep in mind:

### 1. Clarity over cleverness

If your audience can't instantly tell what your product is about, they'll keep scrolling. Clarity builds trust—and trust builds sales.

### 2. Speak to the transformation

Instead of naming your offer after the process (ex: "Workbook for New Moms"), try highlighting the benefit:

→ "Calm & Connected: A Guided Journal for Overwhelmed New Moms"

### 3. Use keywords when it feels natural

This can help your product get found in search engines or social platforms. Try integrating your niche or result into the name.



#### 4. Make it emotionally resonant

Does the name spark curiosity, hope, empowerment, or peace? That's the magic. Use words that match the feeling your product gives.

**AI Prompt:** Name Your Product with ChatGPT

Use these prompts to co-create names with your AI assistant:

##### Prompt 1:

"I've created a [journal/workbook/guide/etc.] to help [describe your audience] go from [problem] to [desired transformation]. Suggest 10 soulful product names."

##### Prompt 2:

"Act as a branding expert. Based on the following digital product idea, generate name options that feel clear, modern, and emotionally resonant: [insert description]."

**Bonus Insight:** SoulSync Naming Tip

*You're not just naming a product. You're naming a transformation.*

So, close your eyes and ask:

**"How do I want them to feel when they say yes?"**

Then choose words that speak to that feeling.



# 09: CREATING YOUR PRODUCT

(Keep it simple. Make it powerful. Let AI help.)

Now that you've named your product and know what problem it solves, it's time to bring it to life.

Whether you're creating a journal, guide, mini-course, or template bundle, remember this golden rule:

***One problem. One solution. One result.***

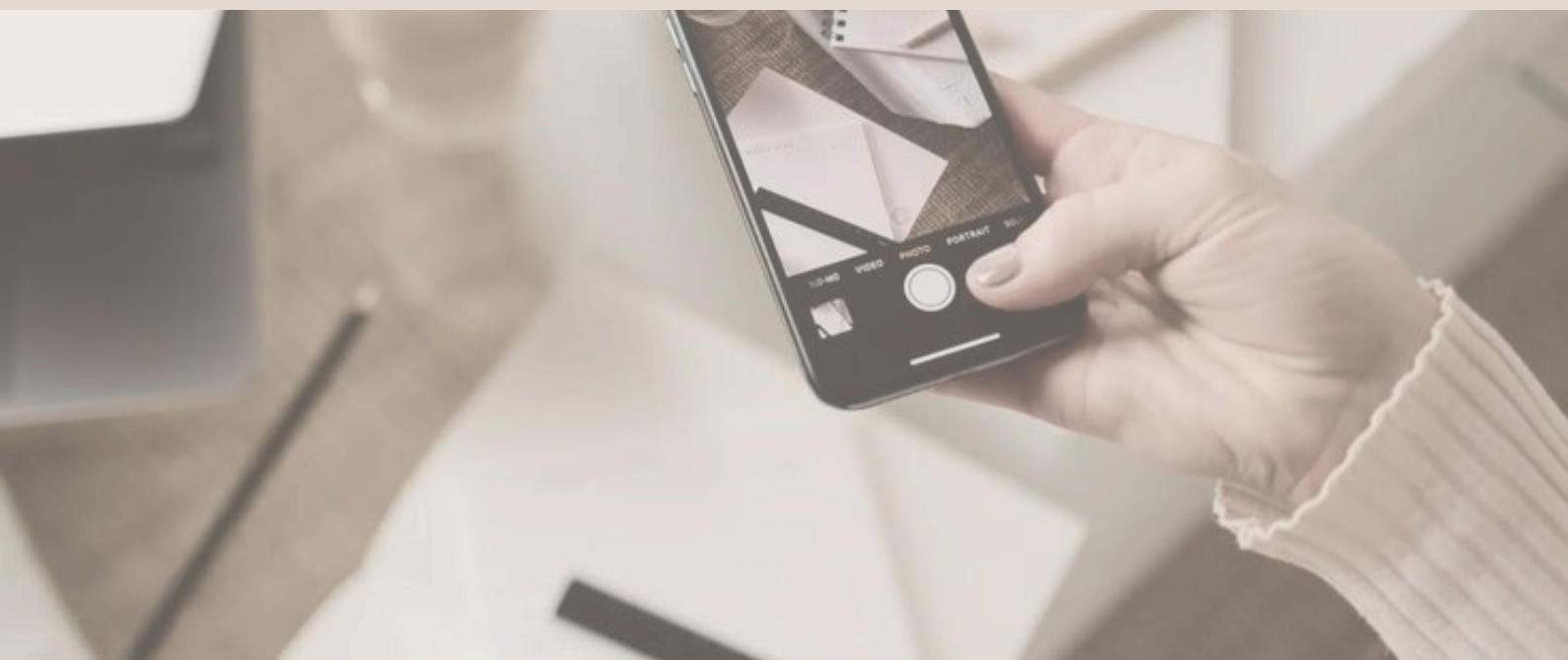
That's all you need to deliver real value and create a product that connects.

## **Where to Create Your Product**

The most popular—and my personal favorite—place to create your digital products is **Canva**. It's free, intuitive, and filled with ready-made templates for:

- Ebooks
- Guides
- Workbooks
- Journals
- Planners
- Course slide decks

You can absolutely begin with the *free version of Canva*, but if you want access to premium templates, brand kits, and advanced tools, the Pro version is a worthwhile upgrade down the line.



### **Pro Tip:**

If you don't love any of Canva's templates, check out [Etsy](#). Search for "minimal ebook template" or "digital product template," and you'll find tons of stylish options for \$5–\$10. (That's exactly how this toolkit began—I bought a \$5 template that felt aligned with my vibe.)

### **Where to Store Your Product**

Set up a Google Drive (it's free with any Gmail account) to house and share your product.

Here's why Google Drive is amazing:

- You can store your product as a view-only PDF link ("anyone with the link can view")
- You don't need a website to deliver your product
- You can update the file anytime, and your customers will automatically have access to the latest version—huge bonus!

### **Let AI Help You Build It Faster**

Use ChatGPT to brainstorm, outline, or even write sections of your product. Try these prompts:

#### **Prompt 1:**

"Help me outline a [guide/journal/course] for people who struggle with [problem]. It should take them from [pain point] to [result]."

#### **Prompt 2:**

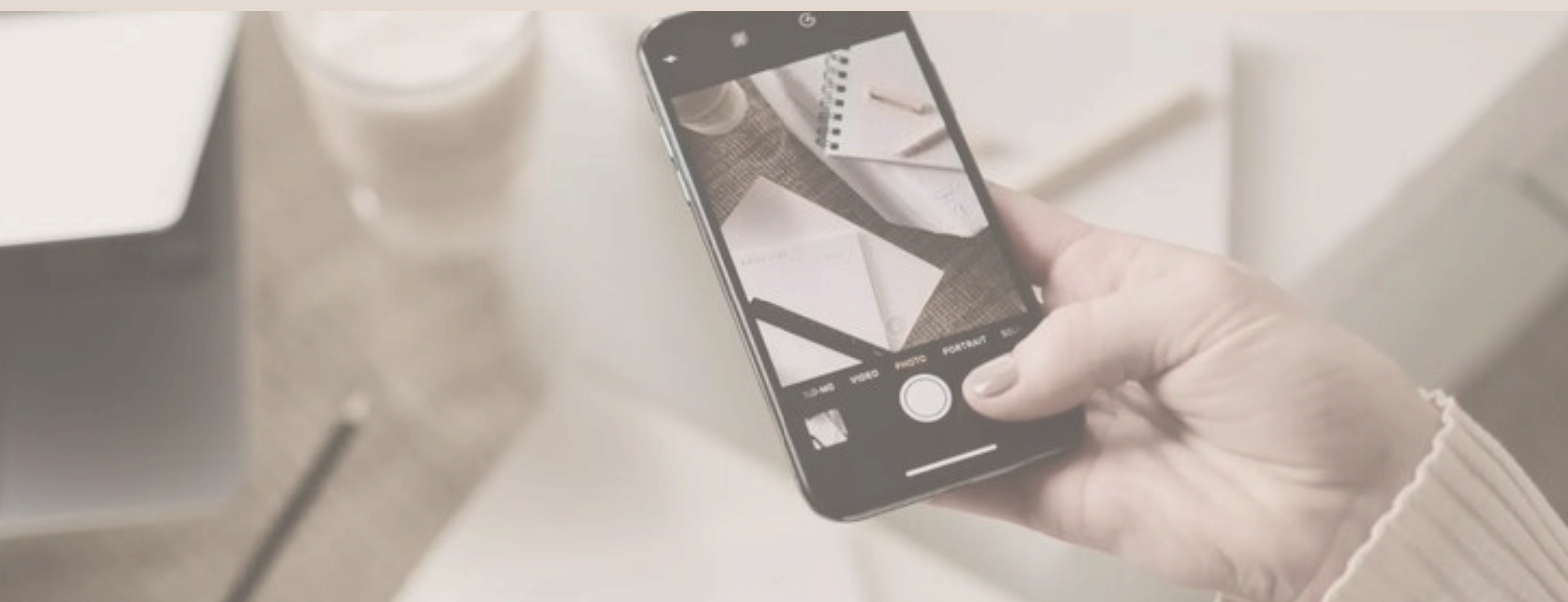
"Act as a course creator. I want to teach [topic] in 4 short lessons. Suggest a structure with catchy titles and short descriptions."

#### **Prompt 3:**

"Give me 10 reflection prompts for a journal helping women [desired outcome]. Keep it empowering and gentle."

#### **Prompt 4:**

"Write a checklist that walks someone through [process your product teaches]. Make it beginner-friendly and encouraging."



### Optional Tools for Support

- **Canva** – Design your ebook, journal, course slides, or templates
- **Google Docs** – Draft or deliver editable materials
- **Stan Store** – Host and automate product delivery
- **Loom** – Record short videos for mini-courses or walkthroughs

### Real Talk

People will pay for anything...

as long as it solves their problem.

Don't overthink it. Don't wait to be perfect.

Start simple. Start now. And let it grow as you grow.

### Ready to Price It?

You've done the creative work.

You've chosen your product.

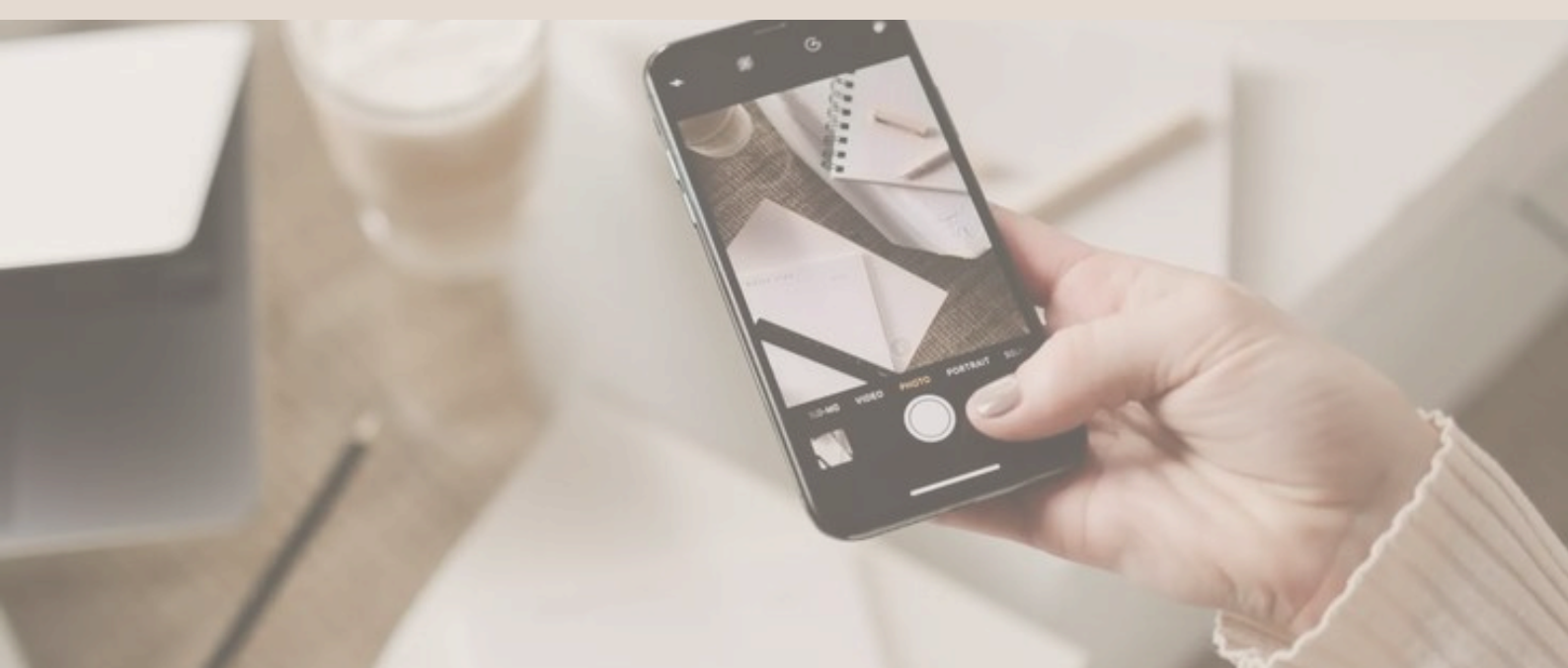
You've started (or maybe even finished) building it.

Now comes one of the biggest mindset hurdles for many first-time creators:  
How much should I charge?

Don't worry—pricing doesn't have to be stressful or confusing. In the next chapter, we'll break it down in simple steps, show you how to price with confidence, and even give you prompts to use **ChatGPT** to help you find your sweet spot.

***Your product has value.***

Let's make sure your price reflects that.



# 10: SETTING A PRICE FOR YOUR PRODUCT

(And what AI can help you figure out!)

You've poured energy and creativity into building your product—  
Now it's time to decide how much it's worth.

This can be one of the most emotionally charged parts of the journey for new creators.

Let's change that.

You don't need to feel nervous about pricing.

You just need to understand what makes a price feel aligned—for you and for your audience.

Let's Make Pricing Simple

Before we dive into formulas, here's a mindset reframe:

People don't pay for pages. They pay for transformation.

**Your price reflects the value of the result, *not the number of words or videos.***

You're helping someone solve a real problem.

That is always worth charging for.

## Common Starting Price Ranges

To give you a framework:

### Product Type

Ebooks & Guides

Journals & Workbooks

Templates & Toolkits

Mini Courses

Email Challenges

Bundles

### Suggested Range

\$7-\$47

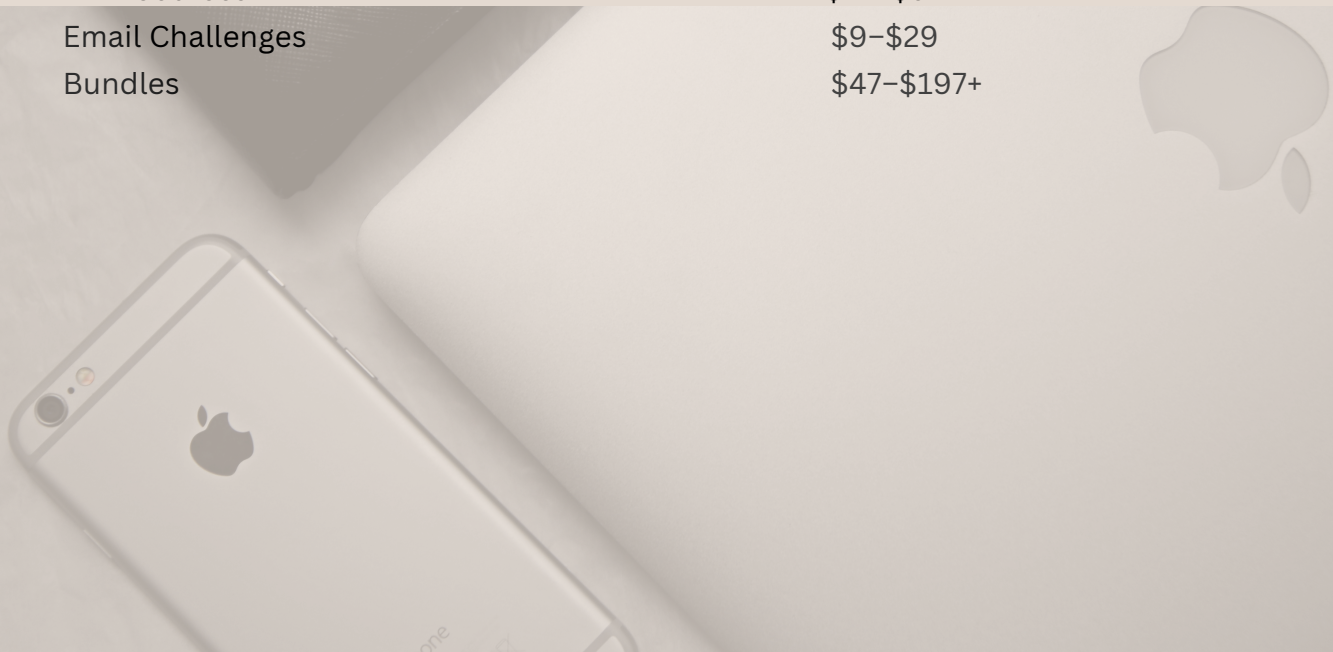
\$5-\$35

\$17-\$67

\$27-\$97

\$9-\$29

\$47-\$197+



Of course, you can price higher—but start where you feel aligned and confident. You can always raise the price later as your product grows.

Use **ChatGPT** to Validate and Refine Your Pricing

Need help finding your price sweet spot? Let **AI** guide the way.

Here are some prompt ideas to use inside ChatGPT:

**Prompt 1:**

“Act like a digital product strategist. Based on my product [describe it], my niche [insert niche], and the problem it solves, what are 3 aligned pricing tiers I could consider and why?”

**Prompt 2:**

“What pricing psychology strategies can I use to increase conversions without discounting my offer?”

**Prompt 3:**

“Based on this product [paste offer description], what bonus or bundle could I include to justify a \$47 price point?”

These prompts help you price with **clarity, logic, and confidence**—not *emotion or fear*.

**Reminder:** *You Are Not Selling “Information”*

You’re selling relief.

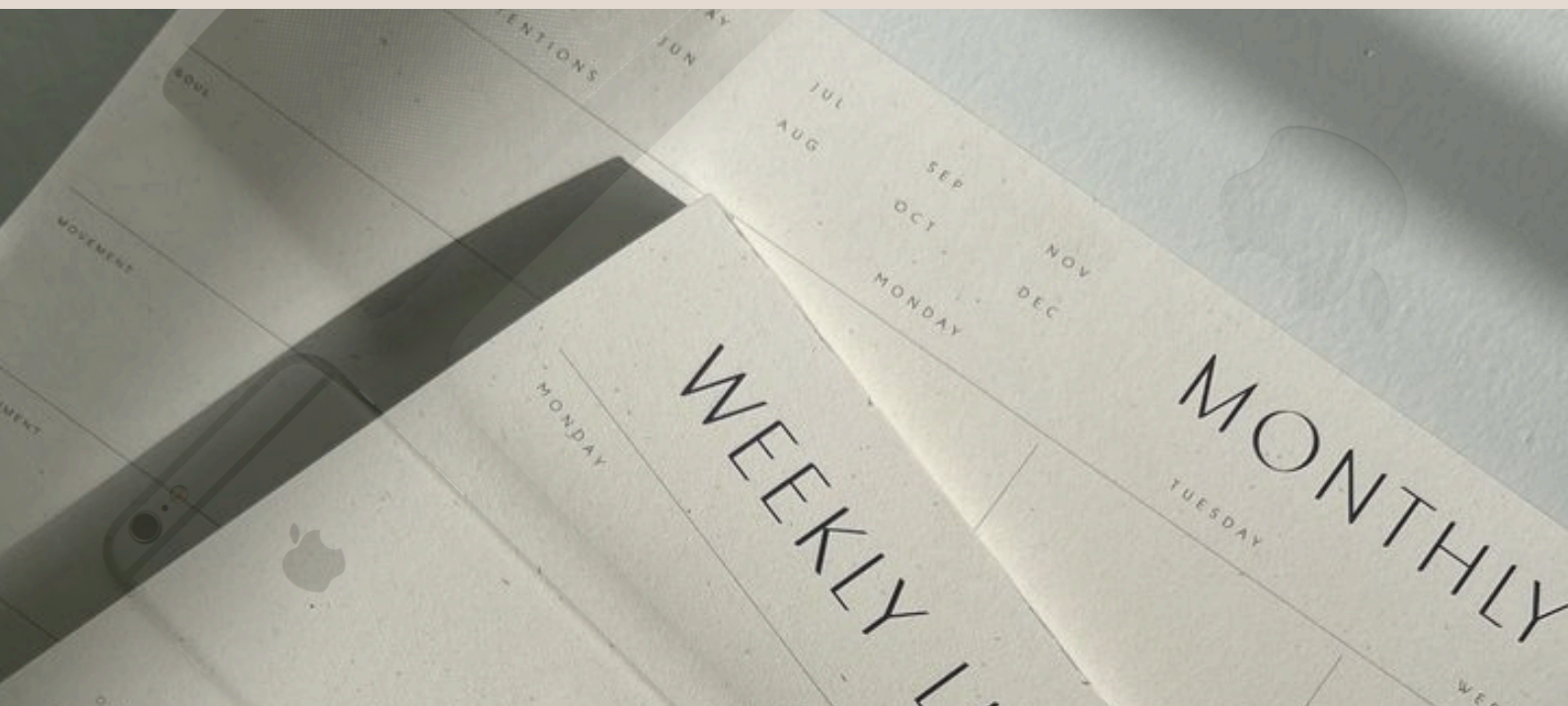
*Clarity.*

*Peace of mind.*

*Hope.*

*Time saved.*

*A shortcut.*



That's worth more than a few bucks.

Your price is an invitation to transformation—not a number on a page.

### Your AI-Infused Pricing Checklist

Before we move to the next chapter, ask yourself:

- Does this price feel good in my body?
- Is it aligned with the result I'm promising?
- Have I clearly communicated the transformation?
- Would my ideal customer pay this without second-guessing if they trusted the result?
- Can I confidently show up and promote it at this price?
- 

If not—adjust, simplify, or go back to the AI prompts above to refine.

You're almost ready to share your product with the world.

Next, we'll talk about how to position it in the market, attract your first buyers, and start marketing like a human (not a sales robot).

Are you ready to bring your offer to life in a way that feels aligned, grounded, and powerful?

Let's dive into Marketing Basics for Beginners 💡



# 11: SCOPING THE COMPETITION

(Use AI to study, not compare. Clarity over comparison!)

Before you launch your digital product, it's powerful to know who else is in your space. Not to copy – but to understand how others are solving the same problem... and how you can do it differently.

## What Does “Scoping the Competition” Mean?

This is about gathering market insight, not falling into comparison mode.

You're not looking to imitate.

You're here to differentiate.

You want to ask:

- Who is already helping people solve this problem?
- How are they packaging their offers (ebook, course, workshop)?
- What tone, design, and branding are they using?
- What gaps do I see in their content that I could fill?
- What makes me uniquely positioned to help?

## How to Use **ChatGPT** to Research the Competition

Let AI help you identify your indirect and direct competitors – fast.

Here are a few prompts you can use:

### **Prompt 1:**

“Who are the top creators or businesses helping people with [insert your niche/problem]?”

### **Prompt 2:**

“Act like a product strategist. Based on this product idea: [describe your idea], what competitors exist and how can I position mine differently?”



### **Prompt 3:**

“Give me 3 ways to differentiate a [ebook/workbook/course] for [audience] so it stands out from competitors.”

### **Prompt 4:**

“Based on this offer: [brief summary], what unique angles, emotional triggers, or content ideas could make it more appealing?”

### **Quick Reality Check**

The goal here is **NOT** to convince yourself that “someone else already did it.”

### **Remember:**

Nobody else has your voice, your story, your method, or your magic.

**Your lived experience = your authority.**

Even if 100 people are in your niche... they're not **YOU**.

So instead of backing away when you find “**competition**,” use it to clarify your positioning.

### **Pro Tip:** Save What Inspires You

Start a folder in Google Drive or Canva labeled “Competitive Insight.”

Save:

- Screenshots of product pages that stand out
- Language or hooks that catch your eye
- Pricing strategies or bundle ideas
- Gaps you see you could fill

This becomes your inspiration well – NOT your comparison trap.

Now that you've scoped the field, it's time to shift into visibility mode –

Let's talk about marketing in a way that feels simple, aligned, and possible for YOU.



# 12: MARKETING YOUR PRODUCT

**Start simple. Stay consistent. Let people know you exist.**

You don't need a massive following or a perfect funnel to sell. You just need to talk about your product – with clarity, consistency, and confidence. Let's demystify marketing... and make it doable.

What Is Marketing, Really?

Marketing is simply communication – with intention and heart.

It's how you show up to:

- Share your story
- Teach what you know
- Solve a problem
- Invite people into transformation

You are not just selling.

You're offering a shift – a better reality, a new perspective, or a result that matters.

Your Beginner-Friendly Marketing Starter Kit

Don't overcomplicate it. Here's all you need to begin:

- A clear offer – What it is, who it's for, and what it solves
- A place to share it – IG, TikTok, YouTube, or Email (start with one!)
- A freebie or lead magnet – To build trust and collect emails
- Consistent rhythm – Not daily, but regular and intentional
- An email opt-in system – Your Stan Store does this beautifully



Let **ChatGPT** Help You with Content Ideas

AI is your brainstorming bestie! Try these prompts to generate aligned content ideas:

**Prompt 1:**

“Act like a digital marketer. Based on my product: [describe it], give me 10 Instagram post ideas that connect with my ideal customer’s pain points.”

**Prompt 2:**

“What 5 story-based captions could I write to talk about my journey creating this product?”

**Prompt 3:**

“Write a Reel script for a 30-second video that highlights the transformation my offer brings.”

**Prompt 4:**

“Act like a content coach. Give me a simple weekly content plan to promote my digital product on Instagram.”

**Repetition Builds Trust**

Marketing is a compound effect.

Every story, reel, comment, and share is a touchpoint. And that’s how people buy.

Cold audience? – needs 100+ touch points

Warm audience? – needs 7–8 to make a decision

You’re not being annoying.

You’re building familiarity, credibility, and safety.

**Focus on Visibility, Not Just Sales**

If you sell zero in your first few days... that’s okay.

Track the right metrics instead:

- Are your story views growing?
- Are people replying or saving your content?
- Are profile visits or link clicks increasing?

That’s traction.

Keep going. You’re building momentum.

**Easy Content Ideas You Can Start With**

- Behind the scenes: “How I created my ebook in Canva + ChatGPT”
- Your why: “I created this for women like me... who were tired of waiting to shine.”
- Testimonials (even if it’s a DM or reaction!)
- Teach something simple: “One thing I wish I knew before...”
- Vulnerable story: “I almost gave up... then I created this.”
- Polls: “Would you prefer a free mini course or a checklist?”
- Repetitive reminders: “If no one told you today... your story is enough to begin.”

## CTA for This Chapter

Now it's your turn:

- Post 1 Reel (use AI to write the script)
- Start 2 conversations in stories or DMs
- Ask AI to write one post using your own story
- Track your profile visits, story replies, or link clicks for 3 days

You're not here to post and pray.

You're here to create waves of connection, one post at a time

## Where Do I Share My Message?

Start with one platform you enjoy (Instagram is ideal for beginners) and build your rhythm:

- Stories: Behind the scenes, your process, your WHY
- Reels: Show the transformation, use trending audios, add captions
- Feed Posts: Teach something valuable, share testimonials or before/afters
- Lives: Connect directly, answer questions, co-create with your audience

**Reminder:** Marketing ≠ perfection.

*It's being visible, being real, and being repetitive in your message.*

*A Truth Bomb for Your Mindset*

*People don't buy what you sell...*

*They buy how you make them feel.*

*So show up with heart. Share your why. Repeat your message.*

*You don't need to go viral.*

*You need to be visible – and valuable – to the right people.*

So now you understand the heart of marketing: connection, consistency, and clear communication.

But where does that actually happen for most digital creators?

For many beginners, the answer is simple: **Instagram.**

It's not just about pretty photos or viral Reels – it's about building trust, telling your story, and gently guiding people toward your offer.

In the next chapter, we'll break it all down for you – how to use Instagram intentionally, without burnout, and with the help of your favorite content assistant: **ChatGPT.**

# 13: INSTAGRAM

(Build visibility, share your story, and attract the right people—without burning out.)

**Instagram** is still one of the best places to grow your brand and sell digital products—especially when you're just starting out.

But here's the truth:

You don't need to go viral.

You don't need to dance.

You don't need to post 5 times a day.

You just need **to show up with heart, clarity, and a plan.** ✨

This chapter will help you simplify your Instagram strategy and use it as a tool for connection, not comparison.

## The Purpose of Instagram in Your Business

Instagram is not your business.

It's the bridge to your business.

Think of it as your personal media channel—where people get to know, like, and trust you. Your stories, posts, Reels, and Lives are invitations for people to come closer and learn how you can help them.

So what are we doing here?

1. Building authority in your niche
2. Sharing behind the scenes of your process or product
3. Educating and inspiring around the problem you solve
4. Creating community around your mission
5. Directing traffic to your offer (via your Stan Store!)



## 5 Types of Content You Can Rotate

You don't need to reinvent the wheel. Just rotate through these simple types:

1. Value posts – teach, share tips, solve a problem
2. Storytelling posts – tell your journey or client stories
3. Lifestyle posts – show your values, day-to-day, or beliefs
4. Behind-the-scenes – share your product creation or wins
5. Call to action – invite people to click your link, DM, or share.

## Use ChatGPT to Plan Instagram Content

Here are a few prompts you can try:

### Prompt 1

“Create a 5-day Instagram content plan for someone in the [insert niche] who is launching a digital product that helps [insert transformation].”

### Prompt 2

“Write 3 Instagram captions that gently promote my [ebook/guide/product] without sounding too salesy. My tone is warm, empowering, and authentic.”

### Prompt 3

“Give me 10 engaging Reel hook ideas based on my digital product, which helps people [insert result].”

You can ask **ChatGPT** to help with captions, hook ideas, call-to-actions, carousel outlines, and more.



## Veronica's Real Talk

When I first started sharing online, I felt nervous—like I had to sound “professional” or be perfectly polished. But what actually worked? Being real.

I showed up with what I had: my story, my passion, and my desire to help. I shared what I was learning. I shared my imperfect steps. And slowly but surely, people started to listen.

If you feel like you're not "ready" to post—post anyway. If you're scared to be seen—start small.

You don't need to go viral. You just need to be visible to the right people.

Share from truth. Show your light. Energy attracts.

And don't forget—your Stan Store link belongs in your bio. Give people a way to work with you when they're ready.

You're not behind. You're building something beautiful. One post at a time.

Now that you've got a solid understanding of marketing foundations, let's bring that to life on the platform most of us already use every day: **Instagram.**

This next chapter will help you simplify your content strategy, show up with clarity, and create real connection—with the support of AI.



# 3 ACCOUNTS TO FOLLOW FOR INSTAGRAM TIPS



**@EVELONGFIELD**

trending sounds + hooks



**@MISSCAROLINEFLETT**

Instagram tips, tricks, and cool hacks



**@HERCONTENTCOACH**

AI and all things Chat GPT for content

# AUTOMATIONS FOR INSTAGRAM

## Instagram Automation (aka Your Secret Growth Weapon)

Let's talk about the best kept secret that isn't really a secret anymore...

### Many chat

If you've seen someone on Instagram say,

“Comment ‘GUIDE’ below and I'll send it to you automatically!”

—there's a good chance they're using ManyChat to make that happen.

And yes... it works while you sleep.



That's the power of automation.

Here's how it works:

You connect ManyChat to your IG account.

You create a quick “flow” (no coding!)

You set a trigger word like “**START**” or “**FREEBIE**”

And voilà—your chatbot sends them exactly what they need automatically.

## AI Makes This Even Easier

Use ChatGPT as your automation co-creator to:

Write on-brand messages for your ManyChat flow

**Prompt:** “Act like a fun and friendly chatbot. Write a flow that welcomes the user, confirms their request, and asks for their email.”

## Craft magnetic CTA keywords

**Prompt:** “Give me 5 creative keywords to trigger my free guide about self-healing.”

## Outline an automation launch strategy

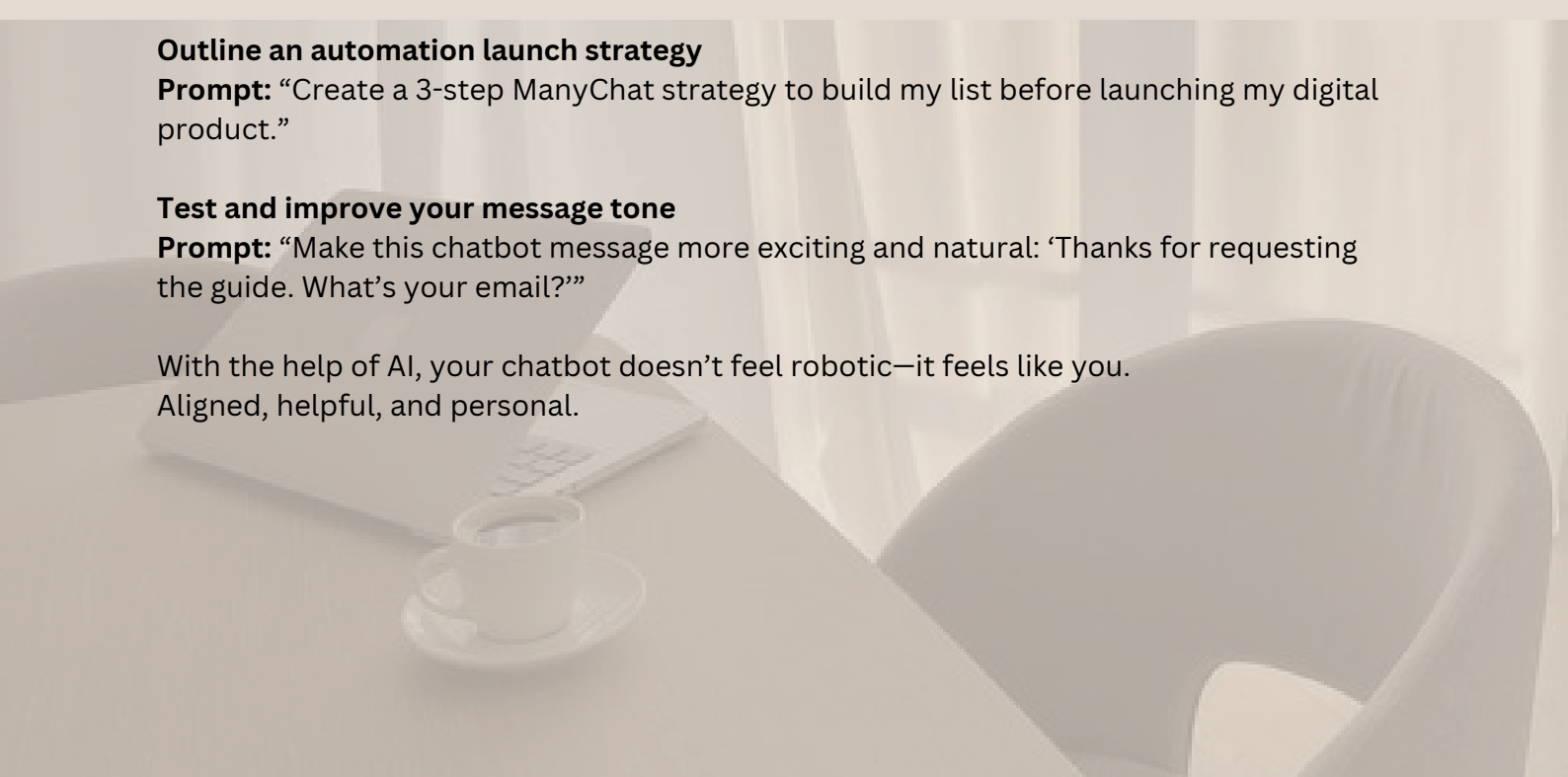
**Prompt:** “Create a 3-step ManyChat strategy to build my list before launching my digital product.”

## Test and improve your message tone

**Prompt:** “Make this chatbot message more exciting and natural: ‘Thanks for requesting the guide. What's your email?’”

With the help of AI, your chatbot doesn't feel robotic—it feels like you.

Aligned, helpful, and personal.



### **Is it free?**

You can start with the free version, which works great for simple automations. But fair warning—once you get hooked, you'll probably want to upgrade to unlock extra features like:

- ✓ More flows
- ✓ Better targeting
- ✓ Custom responses
- ✓ Email collection

There's also a great tutorial here (link it) if you need a walkthrough—but honestly, it's pretty easy to figure out on your own once you dive in!

### **NOW WHAT?**

Start showing up on Instagram and document your journey—talk directly to the people who are struggling with the problem your product will solve. Don't wait until it's perfect. Speak now.

You can also begin building your email list using a simple question box sticker in your Stories! Ask something like:

“Want first dibs on my new [journal / guide / freebie] when it drops? Drop your email here!”

These warm leads will be ready and waiting when you launch—and it all starts with a conversation.

[Here is a great tutorial on how to use ManyChat!](#) (but it is pretty easy to figure out on your own as well!)



# 14 EMAIL MARKETING + AI: GROW YOUR SALES, NURTURE YOUR PEOPLE

## “Isn’t Email Dead?”

No way! In fact, email marketing continues to be one of the most powerful tools for building trust and converting sales over time – more than any social media post ever could.

Think about it...

If someone finds you on Instagram, clicks your link, but doesn’t buy...

Then what? They’re gone. Unless...

You have an email marketing system in place.

That’s your second chance. Your invisible net. Your nurturing bridge.

## Front-End vs. Back-End Marketing

Your Instagram, Reels, TikToks, and Link in Bio are all front-end. They grab attention.

Your email system is the back-end – it holds that attention, builds trust, and gently guides people to purchase at their own pace.

Without **BOTH**, you’re leaking leads.



My Favorite Starter Tool: **Stan Store**

To keep things simple, I use Stan Store for my email sequences, automations, and product delivery.

It's:

- Beginner-friendly ✓
- Clean and customizable ✓
- Connects directly with Instagram ✓
- Great for digital products + affiliate links ✓

You can get a **free 14-day trial** and start capturing leads immediately.

## How AI Can Supercharge Your Email Marketing

Now let's level up.

You don't have to be a copywriter. You don't have to guess what to say.

With AI, you can build your email strategy faster, smarter, and with soul.

### 1. Audience Segmentation with AI

Don't send the same email to everyone. Use AI to:

- Break your list into segments (new subscribers, buyers, silent readers, etc.)
- Personalize each message with love + precision

#### Prompt example:

"Write a re-engagement email for people who downloaded my freebie but haven't opened my last 3 emails."

This reconnects your people based on their actual behavior.



## 2. Automated Sequences with AI Support

You can ask AI to pre-write flows for platforms like:

- ConvertKit
- MailerLite
- Flodesk
- ActiveCampaign

### Prompt example:

“Create a 3-part email series for people who clicked my sales page but didn’t buy. Tone: warm, empowering, no pressure.”

Then plug them into your platform as trigger-based automations.

## 3. Test Subject Lines + Preview Text

AI helps you run A/B tests quickly.

### Prompt example:

“Give me 5 subject lines for an email about a AI Toolkit for beginners.”

Then test:

- Curiosity vs urgency
- Emotional tone vs informative
- Short vs long formats

### Follow-up prompt:

“Now make it sound more like a conversation with a friend.”

## 4. Train Your AI to Write in Your Voice

You can literally teach AI your brand tone and reuse it for weekly newsletters.

### Prompt example:

“Write a weekly newsletter that sounds like me: calm, empowering, real. Add a tip about digital freedom and a CTA to my Stan Store.”

Once you train the rhythm, your brand stays consistent – and deeply **YOU**.



## 5. Repurpose Content into Emails

Don't start from scratch.

### Prompt example:

"Turn this Instagram caption into a value email with a soft CTA to download my freebie."

Or:

"Summarize this YouTube transcript into a 3-part nurture sequence."

## 6. Predict Topics Based on Engagement

Use AI to spot patterns.

### Prompt example:

"If my last 4 emails about healing + AI got high open rates, what 4 weekly themes should I try next month?"

**AI becomes your content strategist** – while you stay the soul of the message.

**BONUS:** Veronica's Favorite AI Prompts for Email Creation

### GoalPrompt Example

-Nurture new subscribers

"Write a 3-email welcome sequence for my digital product bundle, warm and human."

-Launch a product

"Create a 5-email sales sequence using RIO for my AI Starter Toolkit."

-Re-engage cold leads

"Write a playful, honest email asking inactive subscribers if they still want to hear from me."

-Share value

"Give me a 1x week newsletter format that teaches one tip, shares a story, and ends with a CTA."

### VERONICA'S VOICE REMINDER:

"AI gives you words, but your energy gives them truth."

*Don't automate your soul away. Use this toolkit to amplify your heart, your wisdom, and your real magic. Your audience will feel it.*

# 15 CREATING YOUR LEAD MAGNET WITH AI

## What's a Lead Magnet?

Let's keep it simple:

A lead magnet is a free piece of content that gives value and solves a small but real problem – in exchange for someone's email address.

You've seen them everywhere:

“Download my free guide to healthy habits”

“Grab the 5-step roadmap to build your first digital product”

“Free journal prompts for emotional clarity”

That's a **lead magnet**.

It's not magic.

It's a strategic act of generosity.

You're saying: “Here's something helpful – no strings. And if you like it, you'll probably like what I offer next.”

## Why It Matters

Your lead magnet does 3 important things:

Builds your email list with people already interested in your niche

Shows your expertise + energy (aka builds trust)

Opens the door to deeper offers (your paid products or affiliate programs)

If you skip this step, you're missing the bridge between curiosity and conversion.



## Make it Valuable – **Not “Free Garbage”**

Here’s where many beginners go wrong:

They offer something so basic, vague, or boring that it feels like filler.

No, amiga.

Your lead magnet should feel like a tiny win. Something worth paying for. Something you’d actually enter your email for.

- ✓ Real tips
- ✓ Action steps
- ✓ Visuals or design that feels aligned
- ✓ Heart, clarity, simplicity

It doesn’t have to be fancy – *but it does need to feel intentional.*

### **Examples of Lead Magnets**

- A 3-page PDF checklist
- A 1-page cheatsheet of tools
- A short “getting started” eBook
- A journal with guided prompts
- A free Canva template
- A Google Doc with golden tips
- A mini video series or audio message
- A “resource vault” (collection of tools)

It can also point to your affiliate links inside! That's smart passive income.

### **How to Use AI to Create Your Lead Magnet**

This is where things get exciting.

You don’t need to stare at a blank Google Doc anymore.

You can co-create your entire lead magnet using AI tools like ChatGPT – with your voice, your vibe, your wisdom.

#### **Step 1: Pick the Problem**

Ask yourself:

What’s one small but real problem my audience has...

...that I can help them solve in 5-10 minutes?

#### **Examples:**

“I don’t know where to start with digital products.”

“I want to organize my ideas.”

“I don’t understand AI, but I’m curious.”

Then ask AI:

“Help me brainstorm 3 lead magnet ideas that solve this problem: [insert your problem].”

Let the magic begin.

## **Step 2: Build the Lead Magnet with AI**

Once you choose your idea, prompt AI to write it for you!

### **Prompt:**

“Write a 2-page guide titled ‘How to Start Selling Digital Products Without Feeling Overwhelmed.’ Tone: friendly, beginner-friendly, empowering. Include 3 steps and a call to action.”

### **Want a journal?**

#### **Prompt:**

“Create a printable journaling guide with 5 prompts to help someone gain confidence in using AI. Add a calming intro and space for reflection.”

Then format it in Canva, or paste into Google Docs – and boom. You have your freebie!

## **Step 3: Make it Strategic with These AI Tips**

Here are some ways to enhance your lead magnet:

GoalPrompt

- Title ideas

“Give me 10 lead magnet titles for a freebie about starting digital marketing with AI.”

- Format suggestions

“Suggest 5 lead magnet formats for my niche in healing + tech.”

- CTA

“Write a call-to-action at the end of my lead magnet that invites people to check out my beginner toolkit.”

- Preview message

“Write a short message I can use in my Instagram bio to promote this lead magnet.”

- Optional: Add It to a Funnel

Once your freebie is done:

1. Add it to your Stan Store
2. Connect it to an email sequence
3. Set up an Instagram automation (like ManyChat)

### **VERONICA’S REMINDER:**

“A lead magnet is a sacred yes – a moment where someone says: ‘I trust you with my email. Teach me something.’

*That’s not small. Honor that moment. Make it count.”*

# 16 BUILDING YOUR OPT-IN FORM WITH AI SUPPORT

Capture emails with confidence, clarity, and flow

## Why Your Opt-In Form Matters

Your opt-in form is the doorway between your audience's curiosity and your connection.

It's how you collect their email address in exchange for your lead magnet – and it sets the tone for the relationship.

This isn't just about tech setup – this is about trust, flow, and your first impression.

## Step-by-Step: Set Up Your Opt-In in Flodesk

Flodesk makes it simple, beautiful, and beginner-friendly. Here's the flow:

### Go to Forms in your Flodesk dashboard

Choose the type you want. For lead magnets, I recommend:

Social Forms – easy to embed, mobile-optimized, and visually aligned with your brand.

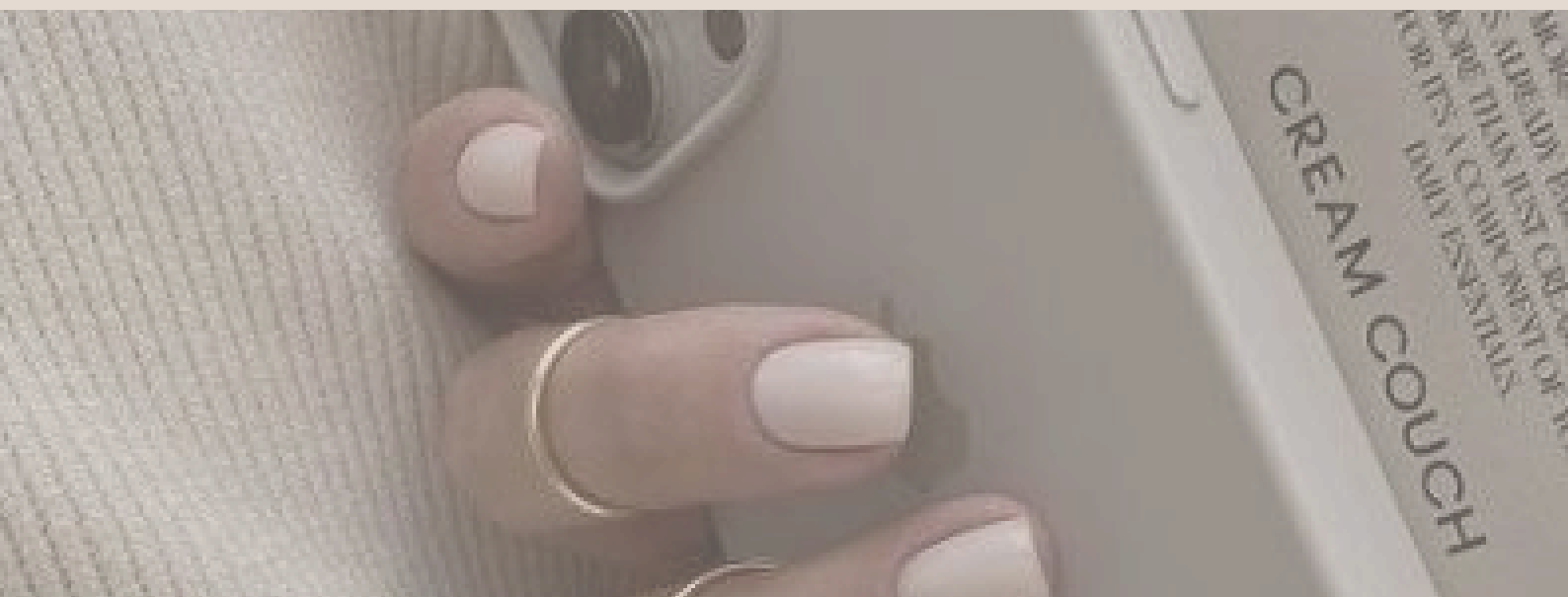
### Set the Button Action to Redirect

Instead of sending people to a standard “thank you” page...

Redirect them to your Google Drive link (or Dropbox / Stan Store delivery page) with the freebie!

Why?

This gives instant access, avoids friction, and keeps the momentum flowing.



### **Create a Segment Like “Freebie List”**

This lets you track exactly who downloaded your resource.

Call it something like:

- “Freebie - AI Toolkit”
- “Shine Collection Opt-ins”
- “Beginner Funnel List”

You’ll use this segment later for follow-up emails, offers, or even personalized ManyChat flows.

### **Set Up a Simple Email Flow (in Flodesk or Stan Store)**

After they submit the form, you want your first email to immediately:

- Thank them for downloading
- Include the direct link to the freebie
- Let them know what to expect next

You can automate this using your Stan Store email flow or Flodesk workflow!

### **How to Use AI to Optimize Your Opt-In Form**

Let’s make this magic work for you, not just with you.

Here’s how you can use ChatGPT-style prompts to enhance every part of your form and email sequence:

#### **Optimize Your Headline**

“Write 5 attention-grabbing headlines for an opt-in form offering a free beginner AI toolkit. Tone: friendly, empowering, clear.”

Examples it might generate:

- “Start Creating with AI Today – Get Your Free Beginner Toolkit”
- “Curious About AI? Grab the Guide That Will Get You Started (No Tech Skills Needed!)”
- 

#### **Boost Your Button Text**

“Give me 10 high-converting button phrases for an opt-in form for a freebie in digital marketing.

”Try variations like:

- “Send Me the Freebie ”
- “I’m Ready to Learn ”

- “Unlock My Toolkit”
- “Yes! I Want This”

### **First Email Flow Prompt**

“Write the first email in an automated sequence for someone who just downloaded my free AI toolkit. Include the download link, a thank-you message, and a preview of what’s coming next.”

You’ll get an email that’s warm, clear, and trust-building – ready to paste into your flow.

### **Pro Tip: Personalize with Logic**

If you want to get more advanced later, AI + Flodesk can help segment your flows.

You can ask:

“How can I personalize my email sequence if someone clicked vs didn’t click my lead magnet?”

Or:

“Write a follow-up email for someone who downloaded my free AI guide but hasn’t opened my second email.”

It’s like having a full marketing strategist in your pocket

### **Integration Suggestions**

Once your form is built and connected:

- ToolPurpose
- Flodesk
- Form, segmentation, email flows
- Stan Store
- Host your lead magnet, collect emails, automate delivery
- ManyChat

Optional – DM automation via Instagram (e.g., type “AI” to get freebie)

- Google Drive
- Host the freebie if it’s a PDF or doc
- ChatGPT

Build, write, test, and optimize every piece of the experience

### **VERONICA’S VOICE REMINDER:**

*“An opt-in form is not just a tech tool – it’s your invitation. It’s your energetic door that says: ‘You belong here. I created this for you.’*

*Let it be easy. Let it be beautiful. Let it be you.”*

# 17 AUTOMATE WITH AI: SETTING UP YOUR EMAIL CAMPAIGN THAT SELLS WHILE YOU SLEEP

How to automate your impact — and earn while you sleep.

## Why Email Campaigns Matter

Your email campaign is the heartbeat of your funnel.

It's what allows you to go from “just a freebie” to real conversions.

Think of your emails as your digital voice, gently guiding your subscribers from curiosity... to connection... to clicking buy.

With the right structure and messaging, you can:

- Sell while you sleep
- Nurture leads on autopilot
- Stay top-of-mind without burning out

What You Need to Set Up

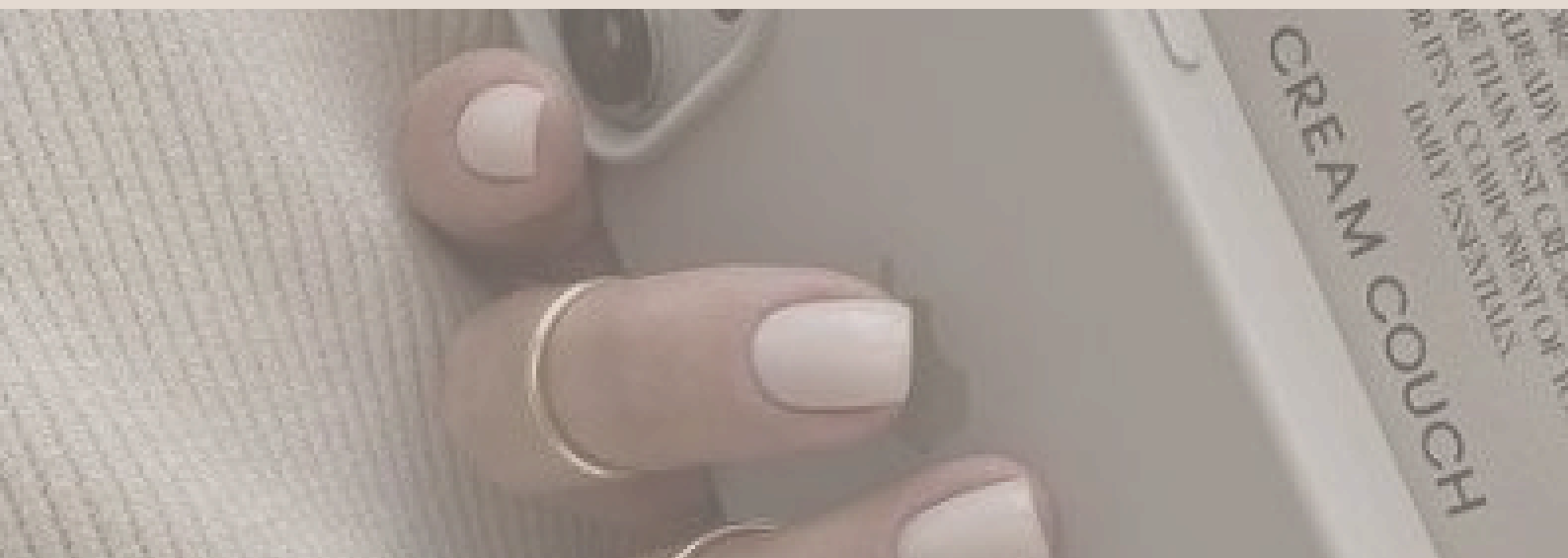
You'll need:

- Your email platform (Flodesk, Stan Store, ConvertKit, etc.)
- A confirmed freebie opt-in that leads to your list
- At least 3–5 emails to warm them up and lead into your offer
- A mindset of testing, learning, and optimizing (don't skip this!)

## Sample Email Sequence (Editable + AI-Powered)

You can ask ChatGPT to write or refine each email using a framework like:

“Write a warm and engaging follow-up email for someone who downloaded my free beginner AI toolkit. The email should introduce my paid course and include a CTA. Use the RIO framework.”



Here's a simple 5-email sequence you can customize:

### **1: Delivery + Welcome**

Subject Line: "Your free [resource name] is here!"

- Deliver the freebie link
- Introduce yourself briefly
- Let them know what's coming next (education, transformation, etc.)
- Use warm, personal tone
- CTA: "Check out your freebie here →"

### **Email 2: Value + Story**

Subject Line: "Why I created this for you..."

- Share a short story of your before/after
- Show you understand their pain point
- Reaffirm why this tool is helpful
- CTA: "Reply and tell me what you needed most from this freebie."

### **Email 3: Teach + Build Trust**

Subject Line: "3 mistakes to avoid when starting with [topic]"

- Teach something simple and powerful
- Position yourself as the trusted guide
- CTA: "Want help avoiding these mistakes? My course does exactly that."
- Soft preview of your offer

### **Email 4: Introduce Your Offer**

Subject Line: "You don't need to figure this out alone 💡"

- Clearly introduce your product/service
- Highlight the transformation they'll get
- Overcome one big objection (price/time/confusion)
- CTA: "Click here to learn more about [your offer name]"

### **Email 5: Invitation + Urgency**

Subject Line: "Ready to finally move forward?"

- Remind them why they joined
- Highlight the cost of inaction
- Offer a bonus, deadline, or emotional pull
- CTA: "Say yes to your next level → [link]"

## How to Use AI to Write & Optimize Your Sequence

You can use ChatGPT or your SoulSync AI tool with prompts like:

- “Write a nurturing email for someone new to email marketing who just downloaded my toolkit.”
- “Turn this email into RIO format with an emotional hook, insight, and CTA.”
- “Give me 3 variations of this subject line with higher click potential.”

### You can also create split tests with AI’s help:

“Write two versions of this email: one with a story-based opener, and one with bullet tips.”

Then see which one performs better.

This is how you get smarter with each launch – without burnout.

#### ✓ Testing Before Launch

*This step is non-negotiable.*

Before you hit publish or send traffic to your funnel:

1. Enter your own email in the opt-in form
2. Make sure you receive:
  - The welcome email
  - The freebie download link
  - The full email sequence
3. Double-check all links, buttons, spelling, and formatting

**Pro tip:** Use a test email like verito.test@gmail.com to simulate the full flow.

**Bonus:** Let AI Write Follow-Ups for Non-Openers

You can get even more advanced:

“Write a follow-up email for subscribers who didn’t open the last email. Add curiosity in the subject line.”

Example subject lines:

- “Did you miss this?”
- “Your freebie is waiting...”
- “This one slipped by you...”

### VERONICA’S REMINDER:

*“Email is energy. It’s your voice landing in someone’s sacred space.*

*Let it be thoughtful. Let it be real. Let it remind them: ‘Hey, someone sees you.’*

*That’s how transformation begins.”*

# 18 SETTING UP STAN STORE

The Center Where Your Voice Shines, Your Energy Sells, and Your Impact Multiplies

## What is Stan Store?

Think of your Stan Store as your Linktree, funnel, digital shop, and assistant—all in one. It's the heart of your digital presence.

This is where you host:

- Your freebie or digital gift (to collect emails)
- Your eBooks, mini-courses, workshops, or services
- Your favorite tools or affiliate links (like DWA or Autobot Cash Academy)
- Your automated email sequences
- Your branding, presence, and conversions

And with the power of AI, you can speed up the creation, customization, and selling of every single section.

Enhanced Step-by-Step: How to Set Up Your Stan Store

### ✔ Step 1: Create Your Account

Use your affiliate link—or go to [▶ https://stan.store](https://stan.store) to start your 14-day free trial!



### ✔ Step 2: Smart Start Guide

Before uploading any product to your Stan Store, take a pause and align your strategy.

#### Define Your Main Goal

Ask yourself:

- Do I want to collect leads with a freebie?
- Am I ready to sell my first eBook or digital product?
- Is this store for offering a service or mentorship?

Being clear on your goal will help you organize your store and calls to action with intention.

#### Use AI (like ChatGPT) to Help You:

Let AI become your creative co-pilot when setting up your store.

### **Ask it to help you write:**

- Your bio: something short, powerful, and emotionally aligned with your mission
- Your product descriptions: clear, benefit-driven, and emotionally connected
- Your welcome message: what someone feels the moment they land on your store

### **Sample Prompt for AI:**

“Write an emotional and clear description for a digital store called Shine Collection, focused on women who want to heal, reconnect, and shine from within.”

You can adapt this prompt for any product or audience you're creating for. AI will help you express your voice more clearly and confidently, even if you're new to writing copy.

### **Step 3: Upload Your Freebie as a Product**

Your freebie (digital gift) is the key to building your email list and starting intentional relationships.

Here's how to set it up in your Stan Store:

1. In your Stan dashboard, go to:
2. Products → Add Product
3. Choose “External Link”
4. (Ideal if your freebie is hosted on Google Drive, Dropbox, or anywhere else)
5. Upload a beautiful visual from Canva
6. You can ask AI for Canva design ideas or prompts to generate your freebie cover.
7. Write a heartfelt description.
8. Let your energy shine through. Example:
9. “Download this free guide and reconnect with your inner light. It's time to create from your truth, not from pressure.”
10. Use your Stan Store link as a CTA in your Instagram Bio or Reels:
11. Example: [stan.store/veronicaraleigh](https://stan.store/veronicaraleigh)

### **Step 4: Activate Your Email Automation**

Stan has a built-in email automation system (Flows)—and it's super beginner-friendly.

Here's how to set up your Freebie Delivery + Welcome Sequence:

1. In your Stan dashboard, go to:
2. Emails → Flows
3. Click Create New Flow
4. Name it something like:
5. Freebie Delivery + Shine Welcome

- create the following email sequence (AI can help!):
  - Email 1: Deliver the freebie
    - Include your Google Drive or PDF link
    - Set the tone: gentle, welcoming, and affirming
  - Email 2: Tell your story
    - Share your “why,” your transformation, or what this resource meant for you
    - Introduce your paid product/service gently

### **BONUS:** How AI Can Help You Shine in Your Stan Store

#### How AI Supports You

- Bio
- Craft a short, emotional intro that reflects your purpose + personality
- Product Copy
- Write compelling and benefit-driven descriptions using AIDA or RIO frameworks
- Visual Ideas
- Generate Canva prompt ideas for your freebie or eBook cover design
- Emails
- Write your entire welcome + sales sequence in minutes, infused with your authentic tone
- Hooks & CTAs

Brainstorm headlines, captions, and calls to action for your IG Reels and Stan products

#### **Sample AI Prompts You Can Use:**

- “Write a soft yet empowering bio for a wellness brand called Shine Collection, helping women reconnect with their truth.”
- “Create a 2-email welcome sequence for a freebie on conscious breathing. The tone should be gentle, emotional, and persuasive.”
- “Give me 3 Canva prompt ideas for a minimalist freebie cover on emotional healing.”

#### **Final Reminder: Your Stan Store Isn’t Just a Shop...**

*It’s an extension of your energy,  
an invitation to transform lives,  
and a platform to monetize your voice.*

*Let it reflect your truth.*

*Let it sell with soul.*

*Let it shine – like you do.*

# 19 LAUNCH YOUR DIGITAL PRODUCT WITH PURPOSE + AI MAGIC

**Here we go, my beautiful friend...**

I'm so proud of you for reaching this sacred moment.

You've done the inner work. You've poured your heart into something meaningful. And now, it's time to let it fly – to launch your first digital product into the world.

Take a deep breath.

This isn't just a launch.

It's a powerful decision to show up for yourself,

to honor your purpose,

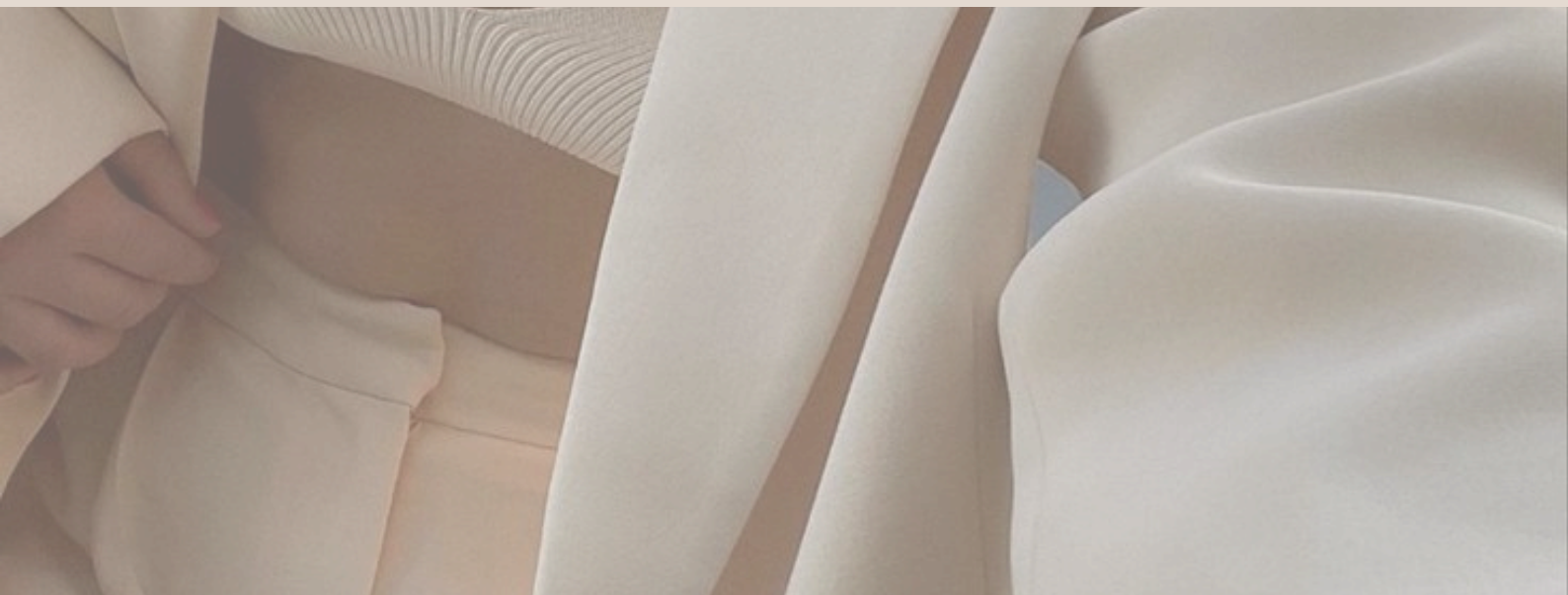
and to meet the people who have been silently waiting for your message, your medicine, your magic.

## **Get Your Tech Ready**

1. Place your Stan Store link in your Instagram bio
2. → [stan.store/name](https://stan.store/name) or your custom URL
3. Use AI to enhance your IG story scripts
4. → Need help writing what to say? Ask AI:
5. "Write a 15-second Instagram story about launching my first ebook with a tone that's confident and vulnerable."
6. Create a short Reel (done is better than perfect)
7. → Use your cover, your voice, your WHY. Your energy sells more than your design.

## **Talk About Your Offer in Your Stories**

No scripts. No perfection.



Just you. Speaking from your truth.

Talk about:

- Why you created this product
- Who it's for
- What you went through to bring it to life
- How people can grab it (with your Stan link!)

**Pro Tip:** Use Instagram's "Add Yours" sticker to invite others to share their transformations or stories!

### **Your Energy is the Offer**

When I launched for the first time...

I was shaking. Overthinking every word.

But people didn't buy because I had the perfect sales page.

They bought because they felt me.

They felt:

- My excitement
- My truth
- My belief in what I was offering
- My heart on fire to help someone else

So yes—let the butterflies flutter.

But don't let them stop you.

This is sacred.

This is legacy.

This is you saying: ***I'm ready.***

**Bonus:** Use AI to Stay in Flow

### **What Prompt to Ask AI**

Story Script

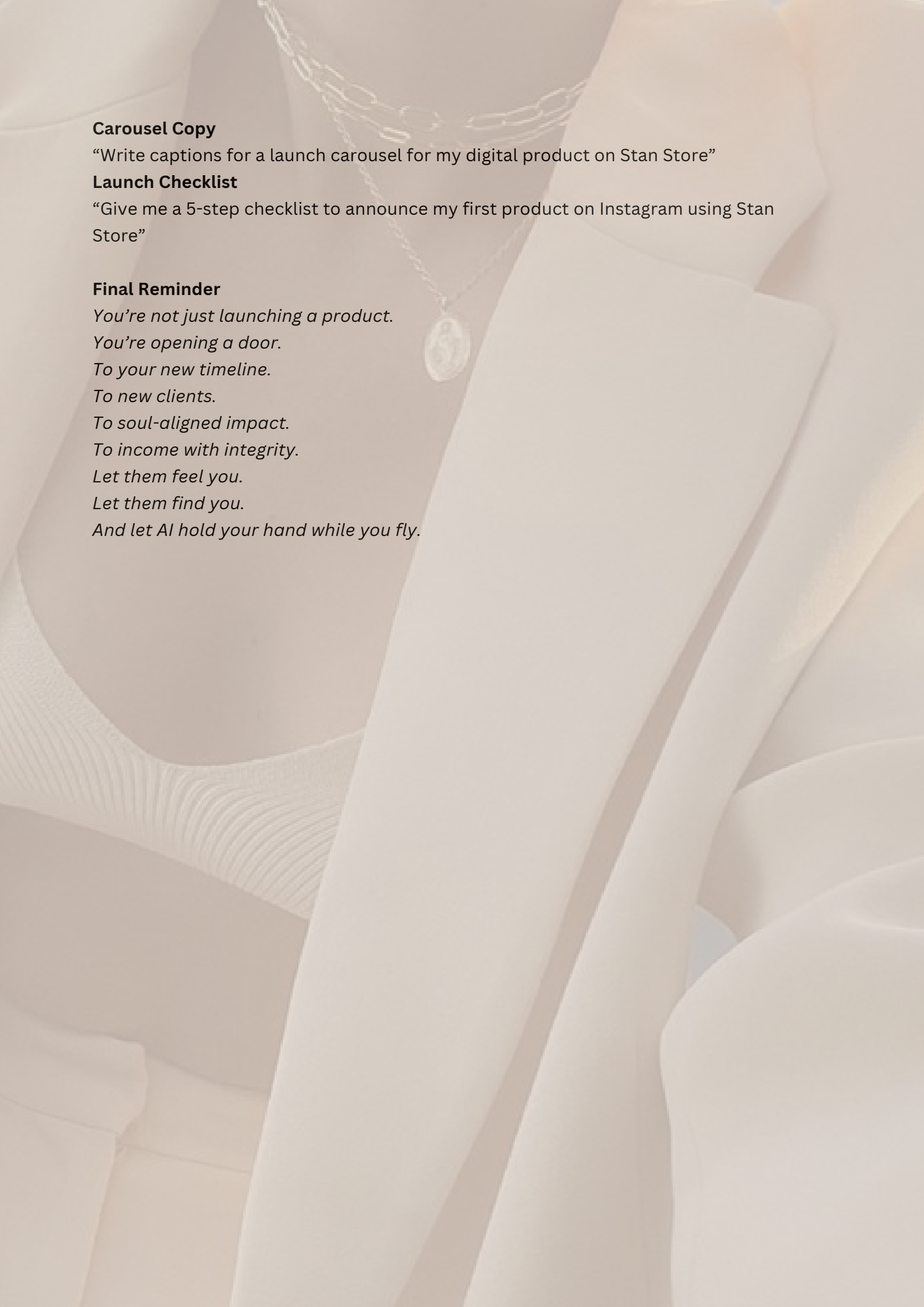
"Write 3 Instagram story slides about launching my first product with emotion + confidence"

### **Reel Hook Ideas**

"Give me 5 short hooks for a launch reel about my ebook for healing women"

### **Email to Announce**

"Write a warm email announcing my ebook is live in my digital shop"



**Carousel Copy**

“Write captions for a launch carousel for my digital product on Stan Store”

**Launch Checklist**

“Give me a 5-step checklist to announce my first product on Instagram using Stan Store”

**Final Reminder**

*You're not just launching a product.*

*You're opening a door.*

*To your new timeline.*

*To new clients.*

*To soul-aligned impact.*

*To income with integrity.*

*Let them feel you.*

*Let them find you.*

*And let AI hold your hand while you fly.*

# START SHARING YOUR STORY – IT'S YOUR SUPERPOWER

This is not optional – *it's vital*.

Your product is amazing. But what makes people trust it... is your story.

Why did you create it?

What problem were you trying to solve?

What was the breakthrough moment when you said, “This works”?

Paint the picture.

Take them back to where you were before.

Let them feel your journey – because that’s what turns content into connection.

Content is Compounding – *Let It Work for You*

It’s not about one viral post.

It’s about 100 touch points that build familiarity and trust.

Here’s the breakdown:

- 100+ touch points = stranger becomes familiar
- 7-8 touch points = familiar follower becomes buyer

So every:

- Story you post
- Reel you record
- Comment you respond to
- DM you answer
- is building momentum behind the scenes.

Let the compound effect do its thing. Just keep showing up. (The algorithm loves consistency, but souls love truth.)

And If You Sell ZERO on Day One?

Beautiful. You're still doing better than most people who never launched at all.

Don't obsess over sales yet.

Track your reach, engagement, comments, saves, DMs.

These are leading indicators of future sales.

Instagram is a long game—so track the right metrics. That's what keeps your soul encouraged and your strategy sharp.

Repeat What Works, Reinvent the Format

See a piece of content doing well?

Yay! Now remix it:

- Turn it into a Reel
- Break it into a carousel
- Voice it over in a Story
- Share the behind-the-scenes of creating it

And please—never copy someone else's post.

- Let your voice be the one they remember.
- AI can help you rewrite, but truth is your blueprint.
- Collect Testimonials – Even Small Wins
- Ask. Screenshot. Celebrate. Repeat.

If someone bought from you and shared excitement, a message, or a result—that's gold.

**DM them with a loving nudge:**

“Hey! I'm so grateful you got [product name]. Would you mind sharing a few words about your experience? It would help me so much in spreading this message.”

**Bonus:** Add a section in your email automation flow asking for feedback 3–5 days later.

Let AI Support You (You're Not Alone)

**Here's what AI can help you do TODAY:**

**IG Story**

“Write a 3-part IG story about why I created my product and what pain it solves”

**Reel Script**

“Give me a 30-sec Reel hook + caption about launching my ebook”

**Testimonial Ask**

“Write a kind, non-salesy message asking someone to share feedback about my ebook”



### **Analytics Tracker**

“Create a simple content analytics tracker for my IG launch week (reach, saves, shares, profile views, sales)”

### **Final Words:**

Trust the Slow Magic

*Every time you post, it's a seed.*

*Every story you tell, a heartbeat.*

*Every quiet action you take... it counts.*

*This is not about hustling harder.*

This is about showing up with heart, clarity, and the courage to let yourself be seen.

You've already won by sharing your truth.

Let the rest follow your energy.

# 20: MINDSET & GOAL SETTING

## The Foundation That Builds the Rest

### Why Mindset Is Everything

Your mindset is either your rocket fuel or your anchor. It will make or break your business. Period.

The way you think is the way you act. The way you act is the energy people feel. And that is what they're buying from you.

If your inner voice says, "I'm not ready," "I'm not good enough," or "I'm too late"... That's the frequency your audience will receive.

But here's the good news: your mindset is a muscle. It can be shaped. Trained. Aligned with who you really are becoming.

So start with this truth:

You are not behind.

You don't need to be perfect.

You only need to start where you are, with what you have.

Try this affirmation prompt with AI:

"Write me 10 affirmations for selling my first digital product with confidence, even if I'm just starting and feel nervous."

You'll be surprised how powerful a mindset shift can be when supported by words, vision, and strategy. And AI can help you reinforce those thoughts daily.

Change your thoughts. Change your business.

The best ROI you will ever make is the one you make on your mindset.

### Optional Activity:

Watch a TED Talk or mindset training that fuels your belief daily.

Example: "The Power of Believing You Can Improve" by Carol Dweck.

**[Watch this Ted Talk about the secret to changing your mindset.](#)**

## **GOAL SETTING: Don't Skip This**

Listen. I know you're tempted to skip this step.  
"I just want to launch and see what happens."

Nope. That's not a strategy. That's hoping. And hope is not a business model

### **Here's the Simple Math:**

Let's break it down:

1. Pick your monthly income goal
2. e.g., \$3,000
3. Divide by 30 (for daily targets)
4. →  $\$3,000 \div 30 = \$100$  per day
5. Divide by your product price
6. → If your offer is \$33, you need to sell 3/day
7. Now build a content plan to support those 3 daily sales

### **Adjust Your Effort to Match the Math**

Let the numbers show you what's needed:

- Need more visibility? Post more Reels.
- Need stronger connection? Get in your stories daily.
- Need conversions? Send weekly incentive or testimonial-based emails.
- Need momentum? Host a 3-day challenge or do a 24hr bonus flash.

*Don't get stuck saying "I'm not getting sales" if you're not getting seen.*

***Visibility is the first gate to revenue.***

### **GOAL SETTING HACKS:**

- Set both a realistic goal and a wild one
- Don't be afraid of high goals—you'll show up differently for them
- Track your progress with love, not pressure
- Link your goals to your "why" so they stay emotionally alive

"Realistic goals create safe lives. Wild goals create legacy moves."

– Veronica Raleigh, Shine Creator™

### **Your Turn: Activate the Energy of Clarity**

Answer these in your journal or launch doc:

1. **What is my income goal this month?**
2. **How many sales does that mean per day?**
3. **What actions do I need to take daily to make that happen?**
4. **Where is fear holding me back from taking bold action?**
5. **What would I do if I fully believed this is going to work?**

### **GOAL PLANNING: TURN INTO A TOOLKIT EXERCISE**

You already nailed the income math. Now you could add:

- “Use AI to generate a weekly content calendar based on your goal”
- “Ask AI: ‘What kind of content would help me sell 3 products/day with my niche?’”
- Bonus: Include a printable goal tracker page + a prompt template!

**Bonus:** Let AI Help You Execute

**Try prompts like:**

#### **Daily Content Ideas**

“Give me 5 reel ideas to sell my [\$X] product to beginners in [niche]”

#### **Motivation Boost**

“Write me a morning affirmation to stay focused on my income goals”

#### **Email Draft**

“Write an email with a bonus offer to help me hit my sales target this week”

#### **Final Reminder:**

*You're the Asset*

*No strategy works without you believing in it.*

*So upgrade your inner world... and your outer results will catch up.*

*Now go get those wildly unrealistic goals.*

*They're already yours. You just have to show up like it.*

# *Congratulations*

Congrats on getting started creating your own digital product!!  
And not only that but doing the RESEARCH to make sure it sells! Please reach out to me on IG if you have any questions.

Also, I'd love it if you'd tag me in a story and show me what you're up to and what you created!

Cheers to passive income for YEARS to come!

Veronica Raleigh



**CONNECT WITH ME ON INSTAGRAM**  
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