

The Handy Madame *beginner's guide to* **DIGITAL** **PRODUCTS**

Here's to embarking your journey with
DONE-FOR-YOU Digital Products



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THANK YOU!

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Hi & Welcome



I'm excited to have you join me on this adventure into the realm of online business! I'm from Cebu recently got married at the age of 21, and I'm on a quest to assist my husband financially while looking into new options for personal development.

Even though I had no prior experience in this industry, digital products drew my attention as a potentially lucrative career path. I've made the decision to throw myself into this journey after research of how can it bring success in developing and marketing digital items.

Furthermore, my research on digital products has revealed a wide range of niches from which people can choose based on their aptitude or level of desire to acquire the necessary knowledge and pursue their goals.

I'll be documenting my journey and lessons learned in the hopes of motivating other newcomers to take that first step.

Join me as I walk you through the fundamentals, from knowing what digital products are to knowing how to make and sell them. Together, let's embrace the challenge of turning ideas into digital assets that not only generate income but also fulfill a creative passion.

Here's to new beginnings and exciting ventures ahead!

What are Digital Products

Electronically delivered and consumed goods and services are referred to as digital products. They are available online or through download in digital format.

Popular Digital Products

Downloadable: Ebooks, Software, Music & Fonts

Online Courses and Educational: Online courses, webinars, and educational app

Membership and Subscription: Subscription services & membership sites

Digital Art and Media: Stock photos/videos & digital art

Digital Tools and Templates: Templates & plugins and extensions

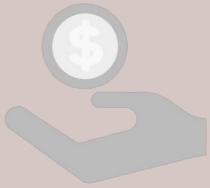
Why you should start a Digital Product Business



Reduced Overhead: Digital items frequently offer reduced recurring costs and minimum initial investment when compared to physical products (e.g., **no** inventory, shipping, or physical storage).



Scalability: Digital items may be endlessly copied without incurring additional manufacturing expenses.



Opportunity of Passive Income: Once established, certain digital items, such as online courses or downloaded templates, might produce passive income streams with little need for continuous work.



Global Reach: By removing geographical boundaries and opening up a vast audience, the internet may help you grow your clientele rapidly.



Flexibility: To accommodate a range of consumer preferences, you can produce and market products in a variety of formats. It benefited you to work wherever and whenever.



Automation: Can generate passive income by streamlining sales procedures, managing transactions, and automatically delivering digital products, eliminating the need for physical inventory or human labor.



Diverse Monetization alternatives: Digital products provide a variety of monetization alternatives, including affiliate marketing, collaborations, licensing, and recurring subscriptions, in addition to direct sales.

7 Steps in Creating Digital Product

01

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STEP 01: DISCOVERING YOUR NICHE

Building a successful digital product business requires understanding your target market and locating your niche.

Why is finding a niche important?

Knowing your niche makes it possible to develop products, allocate resources more effectively, and target marketing campaigns with greater accuracy. It enables you to maximize your marketing efforts by positioning your products distinctively, emerging as a go-to solution, and connecting with a particular demographic.

How to Efficiently Discover Your Niche and Target Audience

Examining the interactions between your passion, skills, and experiences is necessary when brainstorming potential niches or opportunities. You can discover chances for both professional and personal success in your chosen field of expertise or business endeavor by methodically exploring your interests, skills, and life experiences through brainstorming.

Your passion is the secret to a successful business. **When you are passionate about your work**, you find joy and fulfillment in the tasks and objectives you pursue, as well as a deep sense of enthusiasm and commitment to what you do. It involves putting a lot of effort and passion into your work, which frequently results in increased motivation and fulfillment.

Identify Problems and Needs of your Target audience

Perform in-depth research with surveys, interviews, problems, and reoccurring issues. Sort the results into priority lists for practical solutions that meet the needs of the target audience. If you have no idea about the questions and problems your audience is facing, don't worry. You can explore public forums to discover their needs - Reddit & Quora.

STEP 02: RESEARCH THE MARKET DEMAND AND COMPETITION

Validate your ideas by researching the market demand and competition. You want to find a niche that has enough people who are willing to pay for your product, but not too much competition that makes it hard to stand out.

You can use tools like Google analytics, Amazon Best Sellers, Keyword Planner, etc. to find out how popular and profitable your niche is.

Evaluate the features, functionalities, and benefits of competitors' digital products. **Compare pricing, packaging, and any unique selling proposition.**

For digital products I recommend searching places like **Etsy, Udemy, and Creative Market** to find competitors.

STEP 03: CRAFTING YOUR BUSINESS NAME

To make sure that your business successfully conveys its identity and values to your target audience, developing a strong branding strategy entails a number of processes and resources. Here's a beginner-friendly guide;

Define Your Brand Identity: Choose a name that describe your brand's goals, values, target market, and mission.

Keep it Short and Simple: Shorter names are frequently more memorable and catchy. Stay away from words that are difficult or complex to spell. Prioritize clarity over fancy language.

Domain Accessibility: Conduct online research to ensure the desired domain name is available to ensure uniformity on all online platforms.

Relevance: If you want to make sure that your name appeals to your target audience, consider their preferences.

Legal Consideration: Make sure the name is legally available by looking through business directories and trademark databases to prevent infringement on another person's name.

By following these steps, you will come up with a strong and remarkable business name that will draw customers and make your business stand out.

STEP 04: BRANDING

The strategic process of branding involves outlining a personality, values, and expectations to prospective clients. It captures everything in a single, unforgettable image that connects with people all over the world, much like the Olympic emblem or the golden arches of McDonald's.

Furthermore, your brand can be defined by a lot more factors than just fonts and colors. This entails coming up with a catchy logo, figuring out your brand's voice, and implementing a visual style that works with every marketing channel.

For your branding, think about ;

Your messaging "tone" , is it formal, friendly, humorous, educational , etc.

Your products & social media "style" , is it minimalist, vintage, sleek, bold, elegant, organic, etc.

The "values" that influences the choice and interaction , i.e teamwork, creativity, success, freedom, etc

Your "brand story" , customers are more emotionally drawn to your brand when it has a personal touch i.e story & journey

STEP 05: PRICING YOUR PRODUCT

Calculate costs, look up comparable products, establish a profit margin, test and tweak the price, and keep an eye on competitors when setting a product's price. This procedure makes sure the product stays competitive, helps comprehend market trends, and establishes the desired profit. Sustaining success requires regular adjustments.

Calculate the costs: Include all costs associated with producing your product, such as tools, software, & services. Usually the cost to produce digital products is very low.

Research current market pricing: Check the prices at which comparable products are selling. Is there a common price range?

Establish a price based on value: Choose a price that will allow you to keep your costs under control and still turn a profit. Don't just base it on your time invested.

Try out your price to test and adjust: Evaluate your pricing. If buyers purchase it, fantastic! If not, you may have to change your price until it seems appropriate.

Competition monitoring: Observe the actions of your competitors. To remain competitive, modify your pricing strategy as necessary.

Use pricing psychology: Leverage strategies like charm pricing (\$27 instead of \$30)

STEP 06: SET UP SYSTEM

After creating your product you need to choose a platform to host and sell those. All of these platforms make the process of selling digital goods online easier, freeing you up to concentrate on efficiently producing and promoting your content.

GUMROAD: Gumroad is an easy-to-use platform that allows creators to sell digital goods to customers directly. It manages payment processing (through Stripe and PayPal) and offers customizable storefronts in addition to supporting a variety of file formats. Gumroad is renowned for its user-friendliness and for providing analytics tools that enable creators to monitor their sales results.

ETSY: Discoverability is improved by the wide audience that Etsy's well-established marketplace provides. It provides integrated order management, seller tools, and payment processing to engage a diverse buyer community.

SELIFY: Sellfy is made especially for selling subscriptions and digital goods. In addition to payment processing (PayPal and Stripe), product analytics, and marketing tools like email marketing integration and discount codes, it provides fully customizable storefronts. Sellfy is an easy-to-use platform that is ideal for creators who want to start selling things quickly.

STEP 07: PROMOTE YOUR PRODUCT ON SOCIALS

INSTAGRAM - Instagram is the perfect platform for product showcasing, brand awareness, and loyalty because of its visual appeal, high engagement rates, precise targeting options, and consistent content. The newest thing on the scene for drawing in viewers are Instagram reels.

Tips for Instagram

- ~ Keep an eye on trending topics related to your niche to determine what kind of content appeals to your audience and modify your approach accordingly.
 - ~ To keep your audience interested, stick to a regular posting schedule.
Be consistent.
 - ~ grab the audience's interest in the first few seconds of your video. Make your content stand out as users scroll through their feeds by using eye-catching imagery, vivid colors, and captivating captions and hooks.
 - ~ Display your individuality and sincerity. Add your own style of storytelling, humor, or personality to your reels. Genuine content strikes a chord with viewers and motivates them to interact, leave comments, and share with others.
-

TIKTOK - For brands, TikTok has a lot to offer: trend-setting, targeting younger demographics like Gen Z and Millennials, diverse content formats, creative and authentic content, engaged audience, and viral potential. Because of the way its algorithm promotes content based on engagement, new accounts can become popular. The various formats available on the platform accommodate various content strategies.

Tips for TikTok

- ~ Keep up with the latest formats, challenges, and hashtag trends. To boost exposure and interaction, take part in pertinent trends.
 - ~ Make an immediate impression on viewers by including captivating images and hooks in the first few seconds of your video. Make use of TikTok's editing features to improve your material.
 - ~ Try out various content formats and examine TikTok Insights to see which ones your audience responds to the best. Adapt your plan in light of performance indicators.
 - ~ To reach a larger audience, find and use relevant and trending hashtags. Combine trending hashtags with specialized ones to reach a niche audience.
 - ~ Encourage a feeling of community around your brand by replying to comments and interacting with users who interact with your content.
-

PINTEREST - Pinterest is a visual search engine that allows users to discover ideas and inspiration through images and videos. Its pins have a longer lifespan, driving traffic and engagement, and attract a high-intent audience.

Tips for Pinterest

- ~ Create distinctive, eye-catching pins for feeds. Make use of sharp visuals or pictures with readable text overlays.
 - ~ Give products the ability to have Rich Pins that display extra information such as cost, availability, and direct links to the product pages. Both click-through rates and user experience are improved by this.
 - ~ To keep your content visible and consistently interact with your audience, stick to a regular pinning schedule. To plan pins ahead of time, think about utilizing scheduling tools.
 - ~ To increase your reach, take part in group boards that are relevant to your niche. Group boards facilitate the sharing of content by numerous contributors, thereby expanding the audience.
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What is **DONE-FOR-YOU (DFY)**

You can succeed online quickly with this.

Consider this: it's a **fully created** and **operational** product that needs little to no work. That is what a done-for-you digital product can do.

Purchasing a product with **Master Resell Rights (MRR)** and **Private Label Rights (PLR)** is like investing in a business opportunity. This implies that you can purchase the item right away, resell it under your own brand, and keep all of the profits! Without having to go through the trouble of starting from scratch!

You've already returned your investment after just **one sale!**

Steps On How To KICKSTART

01

Invest in my DFY product

A-Z comprehensive startegy

02

Make it to your brand

Thinking about your target audience

03

Set your product price

Selling a ₱2,000 product once a means ₱60k monthly! crazy right?

04

Drive traffic to your store

Use social media or promote a freebie to grow your email list.

05

Have fun & make money while doing it!

BONUS: DIGITAL PRODUCT IDEAS in Top Trending Niche

GRAPHIC DESIGN

- | | |
|------------------------|-------------------------------------|
| 1. Product Labels | 6. Font Bundles |
| 2. Clipart Collections | 7. Wall Art Printables |
| 3. Website Templates | 8. Customizable SVG Files |
| 4. Lightroom Presets | 9. Logo & Brand Kits |
| 5. Digital Stickers | 10. Digital Papers for Scrapbooking |

EDUCATION

- | | |
|-------------------------------|---------------------------------------|
| 1. Math Worksheets for Kids | 6. Online mini course for adults |
| 2. Homeschool Worksheet | 7. 30 day How to email challenge |
| 3. Busy Books | 8. Study Planner Templates |
| 4. Language Learning Packs | 9. Flashcard Set |
| 5. Educational Games for Kids | 10. Crosswords Puzzle for Kids/Adults |

FAMILY & PARENTING

- | | |
|---------------------------|---------------------------------------|
| 1. Parenting Tips Ebook | 6. Vacation Savings Tracker |
| 2. Family Chore Chart | 7. Family Goal Worksheet |
| 3. Pregnancy Journal | 8. Kids' Activities Printables |
| 4. Family Meal Planner | 9. Family Budget Planning Spreadsheet |
| 5. Party Theme/Printables | 10. Parenting Tips Ebook |
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BUSINESS/FINANCE

1. Resume/CV Templates
2. Consulting Service Package
3. Debt Reduction Checklist
4. Business Proposal Templates
5. Business Budget Spreadsheet
6. Client Onboarding Templates
7. Legal Document Templates
8. Financial Planning Workbook
9. Career Development Masterclass
10. Investing 101 Ebook

PERSONAL GROWTH

1. Manifestation Journal
2. Habit Tracker Templates
3. Affirmation Cards
4. Guided Meditation Audios
5. Vision Board Templates
6. Gratitude Journal
7. Self-Care Planner
8. Self-confidence Mini Course
9. Motivational Prompts
10. Self-help Ebooks

HEALTH & WELLNESS

1. Recipe Ebook
 2. Wellness Journal
 3. Weight Loss Tracker
 4. Sleep Tracker
 5. Meal Planning Templates
 6. Holistic Health Ebook
 7. Fitness/Exercise App
 8. Fitness Planner Templates
 9. Healthy Cooking Mini Course
 10. Mental Health Journal/Workbook
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SOCIAL MEDIA/ DIGITAL MARKETING

1. Branding Blueprint
2. Podcast Launch Checklist
3. Digital Product Mockups
4. Marketing Strategy Guides
5. Digital Marketing How to Guide
6. TikTok Content Ideas
7. SEO Checklist
8. Email Marketing Templates
9. Instagram Post Templates
10. Social Media Content Calendar

BEAUTY/FASHION

1. Skincare Routine Checklist
2. Hairstyle Tutorial Videos
3. Customizable Makeup Chart
4. DIY Skincare Recipe Ebook
5. Beauty Product Reviews Guide
6. Natural Skincare Guide
7. Salon Promotional Flyers
8. Nail/Beauty Instagram Posts
9. Wardrobe Organizing Services
10. Sustainable Fashion Brands Directory

HOME & GARDEN

1. Gardening for Kids Activity Kits
 2. Garden Plant Identification App
 3. Garden Shed and Greenhouse Build Plans
 4. Sustainable Landscaping Mini Course
 5. Decluttering and Minimalism Workshops
 6. DIY Solar Panel Installation
 7. Composting Made Easy Course
 8. Hydroponics Gardening Workshopd
 9. Organic Pest Control solutions Workbook
 10. Hot to Grow Indoor Herb Garden Kits
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AFFILIATE MARKETING

1. Affiliate Marketing Starter Kit
2. Affiliate Marketing Webinars
3. Affiliate Marketing Podcast
4. Affiliate Marketing eBook
5. Affiliate Marketing Website Templates
6. Affiliate Marketing Email Swipes
7. Affiliate Program Directory
8. Affiliate Marketing Plugin or Software
9. Affiliate Marketing Tracking Tools
10. Affiliate Marketing Tracking Tools

What's Next

I used to grab free guides before for different marketing approaches. However, it doesn't meet my needs to start right away. By investing in this strategic DFY Digital Product Blueprint I learned from building my brand to promoting. **It taught me everything. This is indeed a valuable course!**

I understand that you don't want to invest in something you're not sure.

To tell you the truth, starting digital marketing is not easy, but with this course, I was able to strategically put it into action.

LEARN IT. EARN IT.

You just have to start, and everything else
will follow!

BUT, DON'T HAVE DIGITAL
PRODUCTS TO SELL YET?

Start selling done-for-you digital products to create a passive income stream with the guidance of my Digital Product Blueprint

Kickstart Your Journey

you have the right to REBRAND AND RESELL as your own. and keep 100% of the profit!



GRAB HERE

If you have any questions about this guide or digital products, reach out to me on [Instagram](#).
