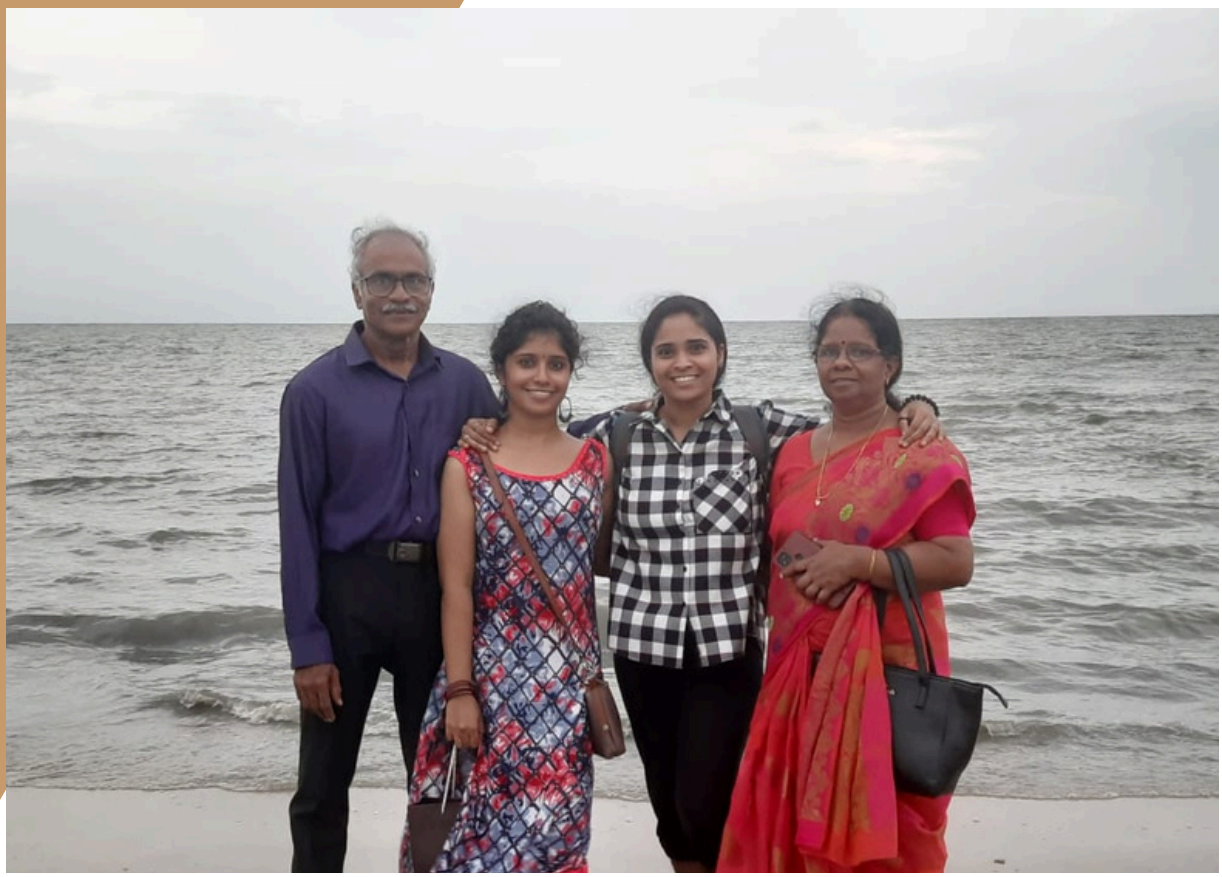


THE DIGITAL Wealth BLUEPRINT

A Step-by-Step Guide

SMITHA G KUTTY



Hey guys! WELCOME!

The reason this photo is on the first page is because this is why I am here. This is me with my little family near our home in Kerala.

Hi! I am Smitha. If you guys know me already, you know that about 3 years ago, I was completely lost. I was working in a 9-5 I did not want to do. I had lost all my self-confidence and wanted desperately to change and in my journey to a solution I ended up finding a jackpot! I have made many mistakes and learned so many lessons and am now better for it! This guide is a culmination of them all.

All that I have learned so far has led us here. And by us, I mean you and I to this Blueprint on how to create YOUR Digital Wealth.

I really hope this guide helps you to start a journey of your own where you may achieve all your dreams!

Let's get to it!

CONTENTS

**Click on any section to go directly to that page.

Introduction

Quick Roadmap

Starting your own online business

- Determining your Why
- Niche Selection
- Understanding your Target Audience
- Income Goals

Build your Audience

Digital Products

- Benefits of Digital products
- Few Examples
- How to create

Affiliate Marketing

- Introduction
- Affiliate Earnings
- Benefits
- How to get started

Lead Magnet

Business Automations

Promotion & Sales

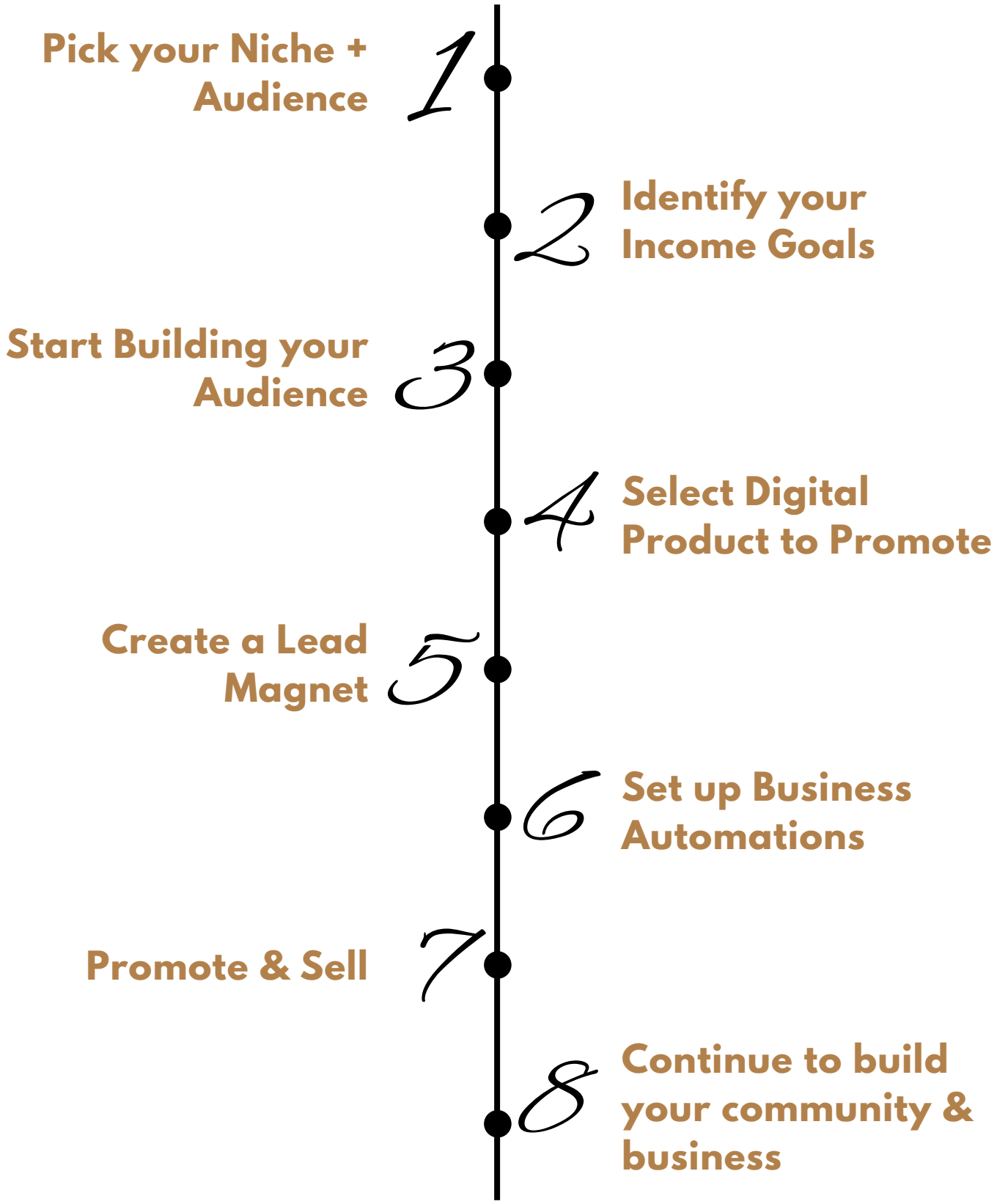
What's right for you

BONUS- Affiliate Program
(Only for Indians)

BONUS- Free Resources



Quick Roadmap



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OKAY.. BUT WHAT ARE THESE “EASY WAYS TO MAKE MONEY ONLINE?”



There is no “Easy” way to make money online

Don't be alarmed by this. The common misconception is that you work from home, set up some social media accounts and it is a sure fire way to earn a passive income.

Let me clarify that:

Nothing is 100% passive income.

- One, initially, you need to work hard to set up your business.
- Two, you can build up to achieve 70% automation that leaves you with 30% of the work.
- Three, once you’ve been doing it for some time and get hands-on experience, you can leverage more tech tools to automate to up to **95%**. (you will still have to create social media content, check analytics and make improvements)

This significantly reduces your working hours.

Once you set things up and scale your business- you reach a point where you only maintain it and that gives you **true time freedom.**

• I have created this guide to introduce you to **the best ways to create your automated income streams** and the resources to learn from the best in India!

THE AUTOMATED INCOME STREAM FORMULA

There are a lot of ways to make money online.

- Dropshipping
- Selling on Etsy
- UGC Influencer
- Virtual Assistant
- Freelancing services
- Digital Marketing

I have tried many online businesses and Digital Marketing is my favourite of them all.

Don't complicate it. Marketing on any digital platform is digital marketing. I myself started with affiliate marketing.

In my journey, I have come across products that make you the most money- DIGITAL PRODUCTS.

- No Inventory
- No shipping
- No teams
- No hassle of delivery
- Online tools to automate the sales
- Social media to promote for free

You could always go to the trouble to make the Digital products yourself.

OR

Sell Digital products ALREADY MADE BY OTHERS and earn a commission (up to 70%) with each sale.

That is **Affiliate Marketing**.

Let's look at both!

Starting your OWN Online Business

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When starting any business, it's essential to gain clarity on your purpose for starting in the first place.

The reason is that you're likely to give up without a purpose when things get hard. The first step on this amazing journey is **getting crystal clear on your why**, **ideal niche, and dream customer/ target audience**.

Trust me when I say, DO NOT skip this Crucial step!

Determine Your Why

Before determining what you'll sell, it's crucial to understand why. This will reveal your deepest motives and **help you push through the "hard" days.**

Ask yourself:

- What initially attracted me to this online business?
- What impact do I most want my work to have in the world?
- How is this business going to change my life?
- What will my loved ones and I gain from this?

Be honest with yourself here and dig deep. The most successful businesses **solve real problems from an authentic place of passion**.

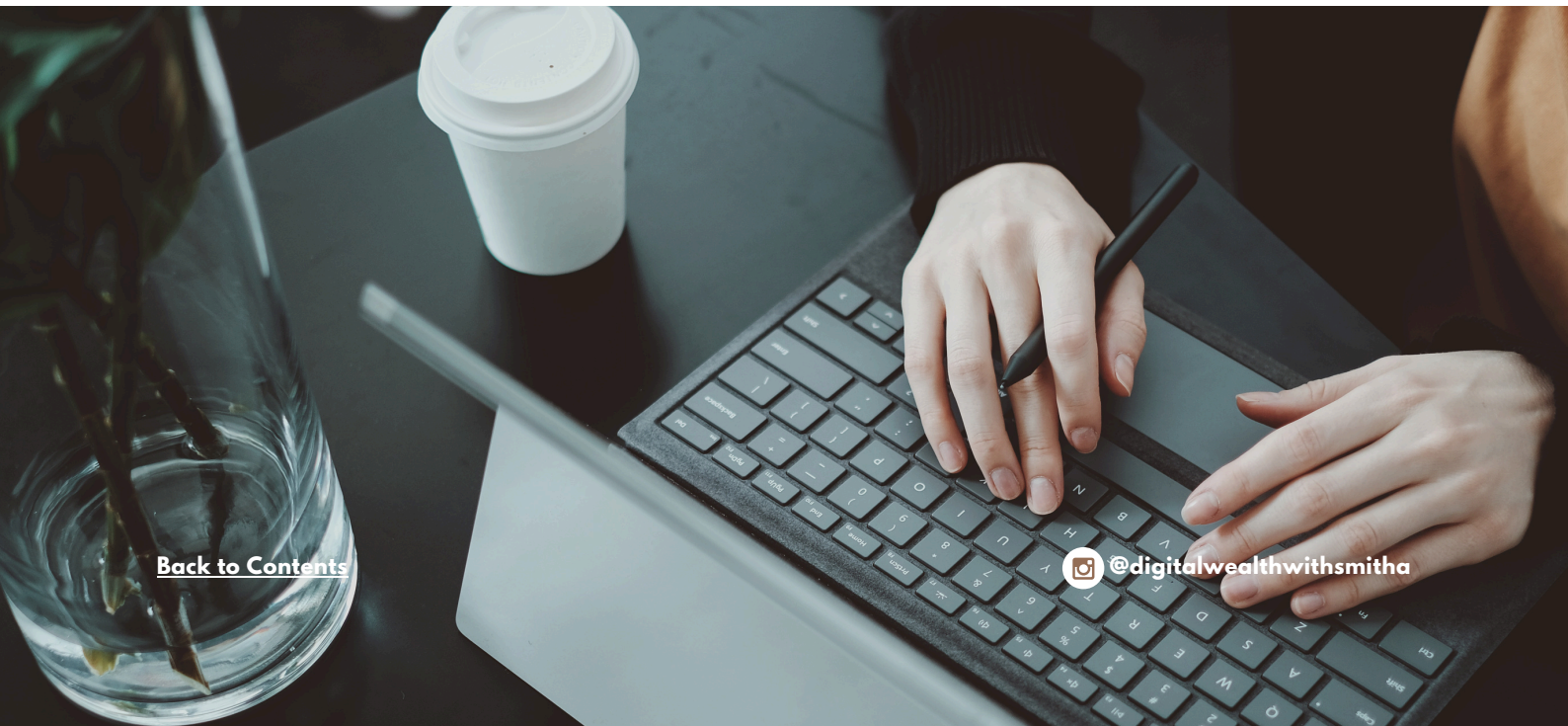
Yours is no different.

Once you tap into your underlying drive, now it's time to use it to choose a niche you're genuinely passionate about.

WHAT IS A NICHE?

A niche is just a specific area or topic that you focus on. It's what makes your content unique and helps you attract a targeted audience. For example, my niche is online wealth and e-learning.

More specifically, I help ambitious men and women monetize their social media accounts by learning high-income skills and selling digital products or promoting other people's products through affiliate marketing.



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The “PERFECT” Niche

Narrow it down to a specialty area you:

- Feel genuinely excited and curious about daily
- Consider yourself knowledgeable in already (you DON’T have to be an expert, though!)
- Could create endless content around

For instance, someone passionate about the environment might choose a niche like zero-waste living, ethical cosmetics, or fashion.

Let your pre-existing passions guide you.

Picking a niche is one of the most important things you'll do to build a successful digital product business and content strategy. It determines your audience, content topics, and revenue potential.

THE PERFECT NICHE:

Your niche should sit at the intersection of things you are passionate about, the things you are knowledgeable about, the problem you are solving for others, and the demand available.

Also, make sure your niche is profitable.





CHOOSE YOUR DREAM CUSTOMER

It's time to think about your dream customer (target audience).

The entire purpose of a digital product is to **solve a problem** within a particular niche and for a specific audience.

It's important to know exactly who your target audience is when selling digital products. Why? Because it helps you craft a message in your marketing strategy that will connect directly with a specific audience who is more likely to convert into a customer.

Let's start by identifying your ideal audience's **demographic characteristics**, such as age, gender, location, education, and occupation.

Think about what kind of content and digital products they might be interested in and what their values and beliefs might be. Let's have some fun creating your ideal customer persona!

Give them a name, personality traits, and a backstory that reflects their characteristics, interests, behaviors, needs, and wants. This will help you create a message through your content that speaks directly to them and builds a connection with them.



CHALLENGE:

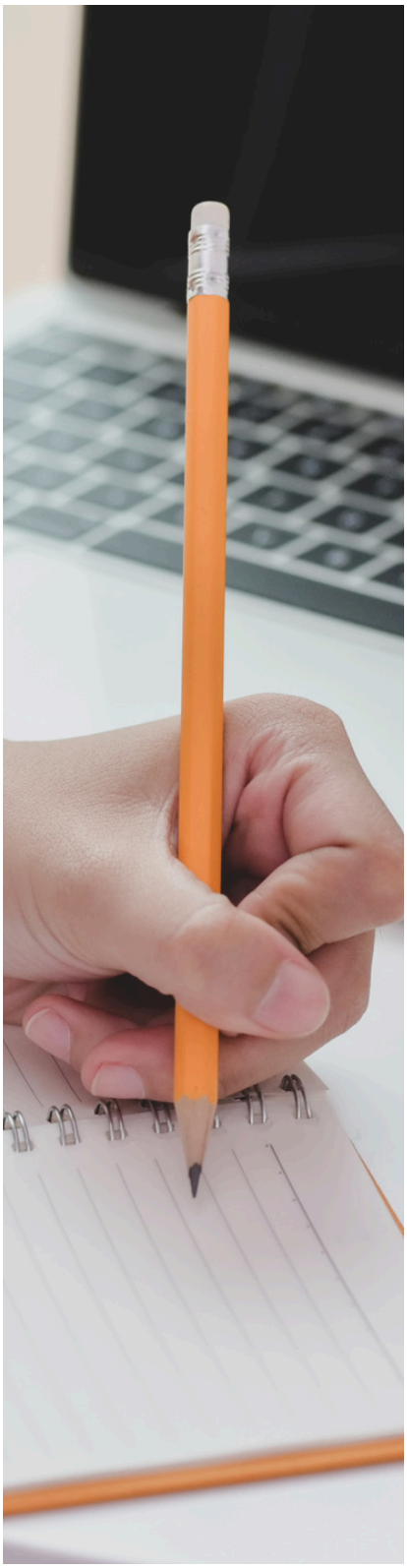
Take 2-3 minutes, grab a pen & paper, and brainstorm. Write down everything you know about your ideal customer.

Here are a few questions to get you started:

- What's their gender?
- How old are they?
- Where do they live?
- What do they do?
- What are their hobbies?
- What are their goals?
- What do they need from you?
- How could they feel seen or
- heard?

You've identified your target audience once you've determined those core customer attributes.

Now become intimately familiar with their world, interests, and values. This allows you to tailor your products and marketing to connect with them!



INCOME GOALS

Think about the monthly income you'd like to be bringing in at the **12 MONTH MARK** in starting your business.

To make it simple with the math breakdown, let's say your goal is:
₹25L/year.

Now, take that number and **divide it into four quarters like this**:

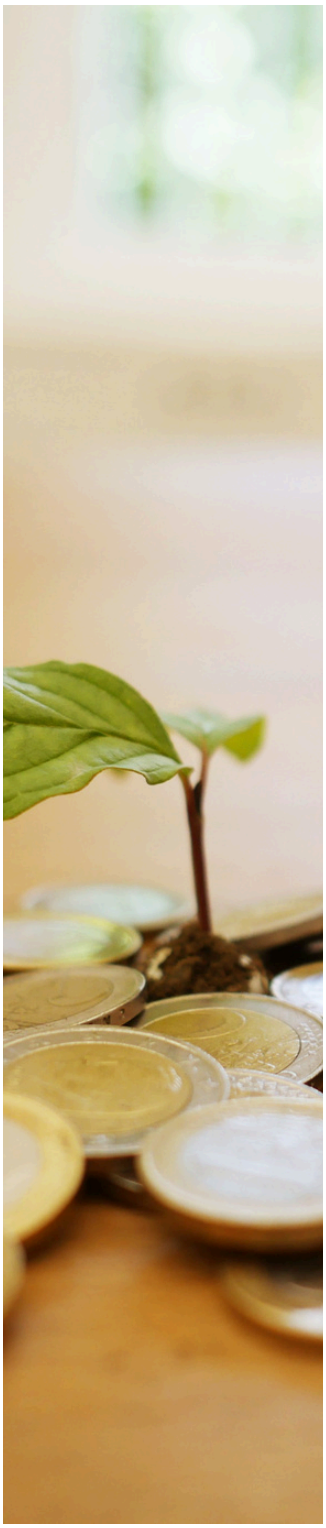
1st quarter: ₹2.1L
2nd quarter: ₹4.2L
3rd quarter: ₹7.1L
4th quarter: ₹11.6L

Do you see how with each quarter, it progressively increases? This is because this is what businesses generally experience! They start bringing in a smaller amount, and with consistency, time & effort - it compounds!

Your First Quarter:

Let's look at your first quarter (your first 3 months post-launch)...

If the goal is ₹2.1L, those first three months might look a little something like this:



INCOME GOALS



month 1: ₹40k
month 2: ₹70k
month 3: ₹1L
Now, let's look at...
Your First Month:

If your goal is to bring in ₹40k in your first 30 days of launching your digital product at ₹4000, you'd only have to

make 10 sales!

Are you realizing how crazy good the potential with this is now?! Even as a beginner, even as someone starting a new social media account?!

And the coolest part? It's PASSIVE income, meaning you could be making

₹₹ in your sleep!

It's sales being made because of a few social media posts per week and one simple funnel you have already set up.

Passive income is life-changing! Now let's get to work on getting everything set up so you can start bringing it in!

BUILD YOUR AUDIENCE

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Before you even start creating your Digital product or looking for affiliate programs to join, you should be building your audience.

That is if you're here for the long game and a solid business.

And by building your audience I mean creating a Social Media presence. So, pick your poison.

- Instagram- my favourite and an industry favourite too.
- Facebook
- Pinterest- great for visual niches
- YouTube
- Blogging- if you have way with words, this is a great option.
- LinkedIN
- X (Twitter)

Start on 1 of these platforms, share valuable content that helps your target audience (your dream customer)

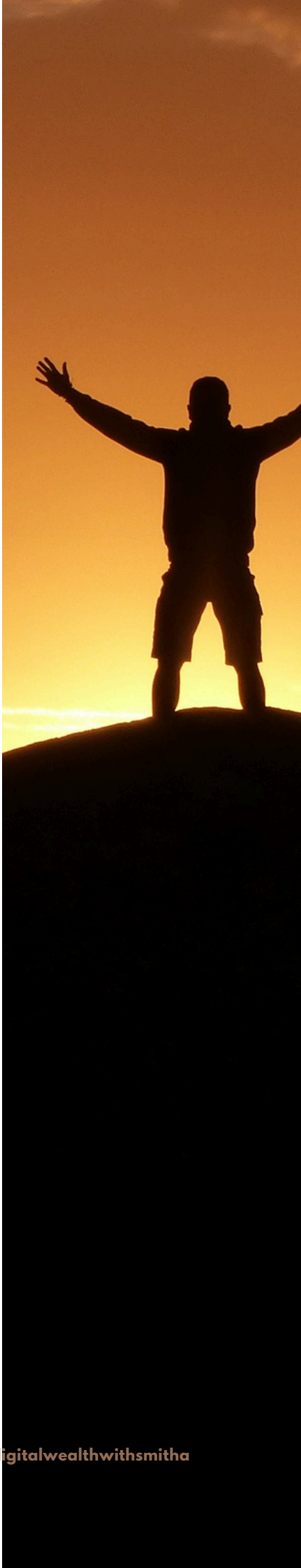
Keep posting educational, entertaining and relatable content for at least 45-60 days. This will help build trust.

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DIGITAL PRODUCTS

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BENEFITS OF SELLING DIGITAL PRODUCTS



Low Overhead Costs:

Crafting and selling digital products is a cost-effective choice with minimal upfront expenses, perfect for budget-conscious entrepreneurs.

Scalability:

Digital products are highly scalable. Once created, you can sell them over and over again for 100% profits!

Flexibility:

Selling digital products offers flexibility in terms of when and where you work. You are your own boss! You set your own schedule, work from home, and tailor your business to your lifestyle.

Passive Income:

After the initial creation and setup, you can continue to earn money as people purchase your products, even while you're not actively working on them. The opportunities for digital marketing are LIMITLESS!

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Digital products are intangible assets or media that can be sold or distributed online without physical inventory. The beauty of digital products is that they can be created once and sold repeatedly, making them a great way to generate passive income.

Few Examples

1

E-books and Guides

What it is: A downloadable book or guide, often in PDF format, covering a specific topic or solving a particular problem.
Examples:

- A guide to niche selection for entrepreneurs.
- A fitness plan for beginners.
- A cookbook with quick and healthy meals.

2

Online Courses

What it is: A series of instructional videos or lessons designed to teach a particular skill or subject.
Examples:

- A digital marketing course.
- A Photoshop tutorial series.
- A language learning program.

3

Printables and Templates

What it is: Downloadable, customizable resources like planners, journals, or worksheets that customers can print at home.
Examples:

- Weekly planners.
- Social media content calendar templates.
- Financial budgeting templates.

4

Workbooks and Educational Resources

What it is: Educational materials designed for learning or teaching a particular subject, often aimed at specific age groups or skill levels.
Examples:

- Math worksheets for school students.
- Creative writing prompts for aspiring writers.
- Online quizzes and workbooks for exam preparation.

HOW TO CREATE YOUR DIGITAL PRODUCT Pt 1

1

Pick a Topic: Pick a topic within your niche. Something you have an interest in and your can talk about. It could be something you once needed help with and now want to share with others.

Examples, Gluten-free diet recipes for a healthy gut.



2

Write a Product Outline:
Head to ChatGPT and ask for it to give you an outline for your digital product.

Prompt example; I want to create an eBook on the topic <your topic here>. I want to solve <the problem you can solve> for <your target audience>. It will be a step-by-step Guide for beginners, and I want you to give me an outline for the same.

Start here and keep refining as you go along.

Add high Quality visuals and graphics to your eBook. This will help capture your reader's attention.

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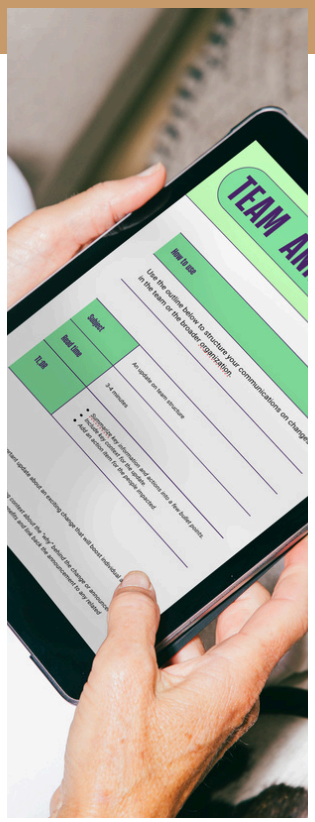
HOW TO CREATE YOUR DIGITAL PRODUCT Pt 2

Make sure to keep the eBook helpful & educational but also relatable. Offer little tips and real life examples along the way

Create your eBook: Head over to Canva to create your eBook for Free.

In the Search bar on the Dashboard write "ebook templates" and select the one you like. Cutomise it to your style with Graphics and images and your brand colours.

3



Save as PDF: When you have finalized your Digital product, download the same as a PDF.

PDF Standard
Best for documents (and emailing)

4

Once you have downloaded and saved your eBook as a PDF, your first Digital Product is ready! Now, let us automate the sales.

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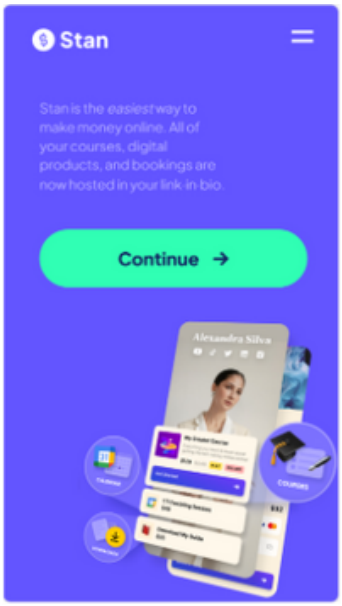
HOW TO CREATE YOUR DIGITAL PRODUCT Pt 3

5

Open your Sales account: You can use StanStore which is an easy to understand subscription based website with packages ranging from $29 - $99/ month.

I use systeme.io because it is completely FREE and extremely beginner-friendly.

Get it here.



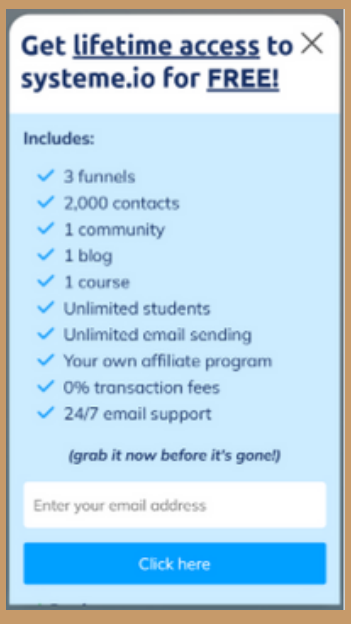
StanStore

6

Set up your product: Once you have created your account, integrate your bank account.

Then, go to 'host a digital product'. Upload your eBook PDF, write the description and other details, set the price and set it up.

Once done, the product will show up on your store along with your unique sales link. Send the link to potential buyers through automated channels and you are set!



Systeme.io

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AFFILIATE MARKETING

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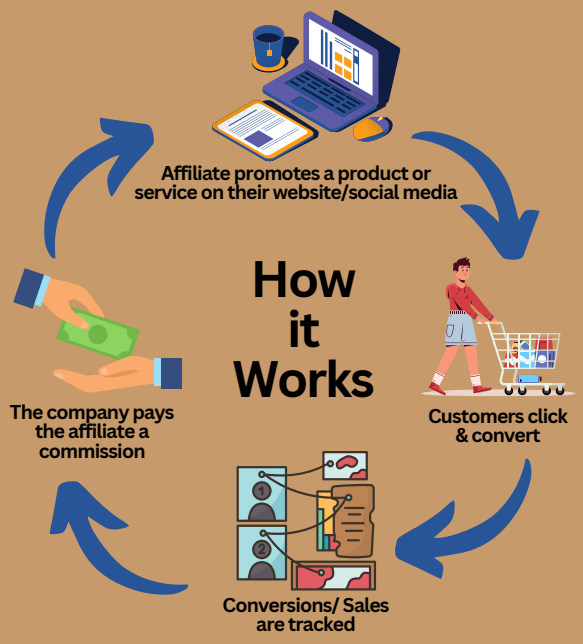
What is Affiliate Marketing?

Affiliate marketing is a way of earning money by **promoting other people's or companies' products or services.**

As an affiliate marketer, you share a **unique link** to these products or services with your audience.

When someone clicks on your link and makes a purchase, **you earn a commission** from the sale.

It's like being a middleman who gets paid for helping to make sales happen.



Digital marketing, analytics, and cookies have made affiliate marketing a **billion-dollar industry.**

3 types of Affiliate Marketing:

1 Unrelated

No relation between affiliate and company/product

2 Related

Some relation, Ex., same niche

3 Involved

Affiliate has used the product and wants to share their positive experience

(What I do)

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How much do Affiliate marketers earn?

The amount of money you can make as an affiliate marketer varies. It depends on the products they promote, their influence, their audience size, and the time they spend marketing.

Some people earn a few hundred dollars, while others can make as high as SIX-FIGURES.

Affiliate marketers can earn commissions ranging from 3-30%.

And when what you are promoting is a DIGITAL product the commissions can go on up to as high as 70%!



How is that?
Aren't the owners loosing money then?

NO! And that is the beauty of DIGITAL products.

They don't have to worry about Inventory, shipping, Teams, etc.

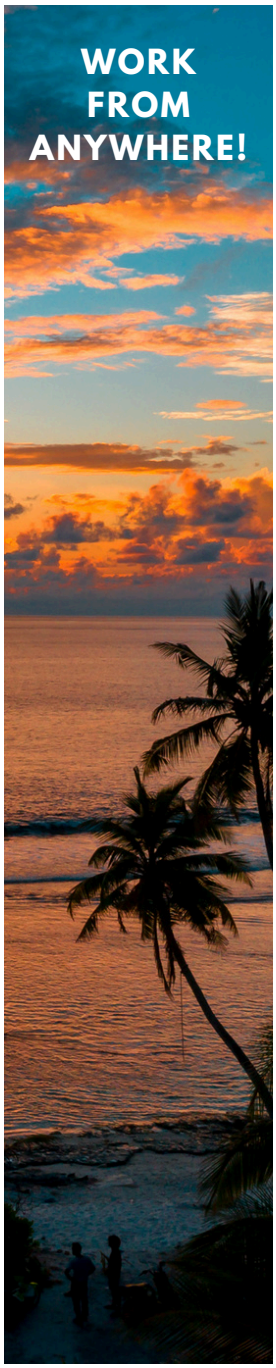
They make the product once and then it is available for download directly onto their customer's phones!

AMAZING!
Isn't it?

So, do you WANT IN?

BENEFITS of Affiliate Marketing

- **No Product Creation:** You don't have to create your own products. Instead, you promote products from other companies.
- **Flexible Work Schedule:** You can work whenever you want, making it great for people with busy schedules.
- **Work From Anywhere:** As long as you have an internet connection, you can work from anywhere in the world.
- **Passive Income Potential:** Once you've set up your marketing, you can earn money even while you're not actively working.
- **No Customer Support:** The product owner handles all the customer service, so you don't have to deal with customer complaints.
- **Variety of Products:** You can choose from a wide range of products to promote, so you can pick ones that interest you.
- **Performance-Based Earnings:** The more effort you put in, the more you can earn. There's no cap on how much you can make.
- **Learning Opportunities**: You'll gain valuable skills in marketing, which can be useful in many other areas.
- **Scalable Business Model:** You can start small and grow your business over time, potentially earning more as you scale up.



HOW TO GET STARTED

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HOW TO GET STARTED? Pt. 1

1. Choose a Niche:

Pick a topic, it could be your area of expertise such as Mental Tricks for a High School Science teacher or Vegan diet for a Vegan Dietician. Or it could also be something you are interested in and knowledgeable about like fitness, technology, or fashion. Or it could be an evergreen niche like Health, Wealth and Relationships, these are the most profitable niches. The more specific you niche down, the better you will be able to manage your business in the long run.

2. Create a Platform:

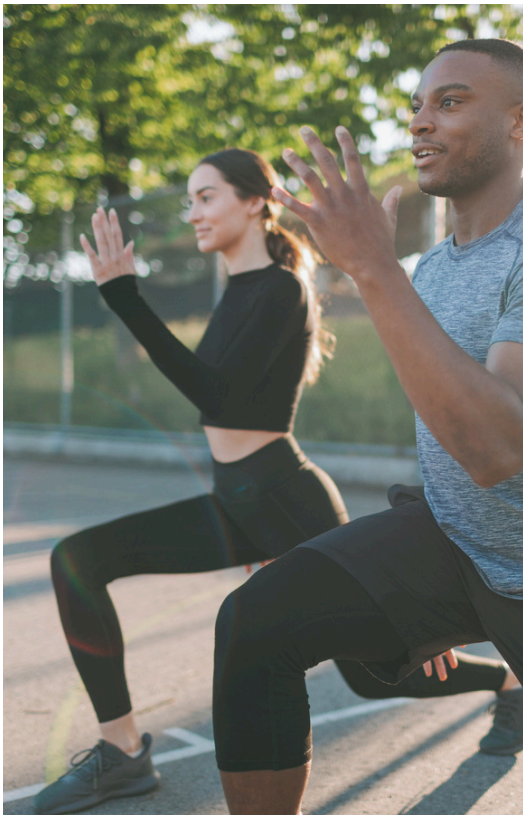
Build a blog, YouTube channel, or social media account where you will promote affiliate products and offers you chose in step 3.

3. Join Affiliate Programs:

Sign up for affiliate programs related to your niche, or based on the commissions available. You can choose directly from companies like BizGURUKUL, Flipkart or choose to go with aggregators like EarnKaro, vCommission, CJAffiliates, etc.

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HOW TO GET STARTED? Pt. 2

4. Produce Quality Content:

Write articles, make videos, or create posts that provide value and include your affiliate links. Or make engaging content to lead your audience to your offers on landing pages and there redirect them to your affiliate links.

5. Promote Your Content:

Share your content through social media, email marketing, and SEO to reach a larger audience. Aim to reach the highest number of leads possible. The more views and website visits you get, more chance of sales conversions.

Analyze and Optimize:

Use analytics tools to track your performance, understand what works, and adjust your strategies for better results. At the beginning it will all seem daunting, But with consistency you will see results.

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LEAD MAGNET

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LEAD MAGNET/ FREEBIE

Selling digital products is great, but we need to start making your business more automated (so you can make money while you sleep!). One of the ways we do this is through offering our audience a freebie.

A Lead Magnet (Freebie) is an incentive you offer your target audience in exchange for their email address.

There are plenty of Lead Magnet types you can offer. A mini guide, listicle, eBook, mini course, just to name a few.

Leads Magnets help build your email list, establish trust and builds your authority.



freebie example

BUSINESS AUTOMATIONS

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TOOLS FOR AUTOMATION Pt.1

Some Important tools to Automate your business



SALES FUNNELS

A sales funnel is a marketing concept that illustrates the journey a potential customer goes through from the initial awareness of a product or service to the final action, typically a purchase.

The funnel metaphor describes the narrowing number of prospects at each stage. As not all who enter will convert to customers.

1. Awareness: The goal is to capture the attention of a broad audience and introduce them to your brand or product. We use content marketing, SEO and paid ads.

2. Interaction: Here we engage with potential customers and encourage them to learn more about your product or service with the help of email marketing, webinars and live demos.

3. Interest: At this stage we nurture leads and deepen their interest in our offerings. For this, testimonials and case studies come in handy.

4. Action: We convert leads into customers by prompting them to take a specific action like purchasing a course. Using a compelling CTA is very important.

I use systeme.io to create all my sales funnels. Get it for Free here!

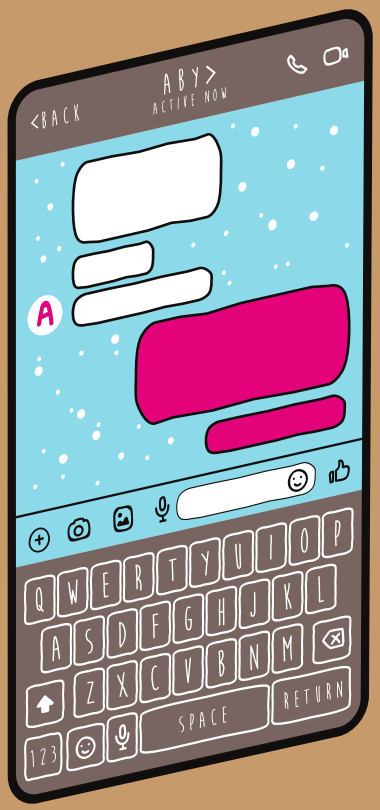
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TOOLS FOR AUTOMATION Pt.2

EMAIL AUTORESPONDERS



These are automation tools that help you deliver emails to your leads. Like we saw above, this is an important part of the Interaction stage of a Sales Funnel. This is how most marketers are making money on Autopilot.
I use systeme.io for this too.



CHAT MARKETERS

Tools like ManyChat help to instantly engage with each comment, message, reaction, and mention, so you attract customers faster than ever before! Instant responses keep both the audience and the algorithm happy!
You can start for FREE with ManyChat and upgrade as your contacts grow.

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PROMOTION & SALES

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Now that your Digital product and automation channels are set up we move onto promoting the product to make sales!

Remember that before we began creating the product, we started a social media account? You better be still working on that because that is exactly what we are going to use to promote now.

You have to sell <u>EVERYDAY!</u>

& <u>EVERYWHERE!</u>

TIP: Add your product links in your Freebies as well. As people interested in your Freebie are more likely to buy more from you.

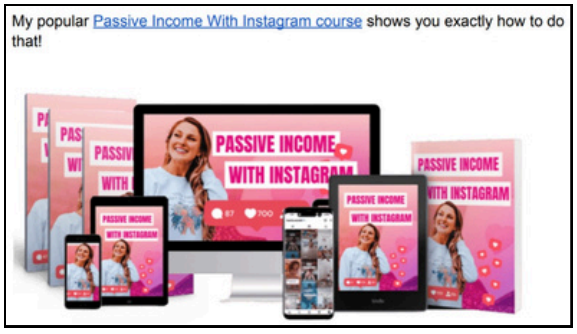
For example, if you have your account on Instagram, you will now be adding little hints about your product in every post you make. (soft marketing)

Making specific post detailing how your product will help your audience and WHY they should buy it. (Hard marketing)

P.S. Insta stories are a great place to sell!

Basically, your product should be integrated into everything you create, but SUBTLY.

You still have to create valuable content and keep helping your audience.



An example of Link in Freebie

Still not sure?

Let us look at the best option for YOU

Creating & Selling Digital Products are for you if you:

- are someone who has a burning passion you've been wanting to monetize.
- have knowledge and skills in some area and want to help others learn too.
- want to set up a 100% Independent business.
- are ready to put in the work required to create your own unique product.

Affiliate Marketing opportunity is for you if you:

- are someone who has no concrete passions. (you can learn new skills here and monetize them in the future all while you make affiliate income.)
- want to be part of India's largest Affiliate community.
- want to make money **without** having to worry about making the product and setting up sales pages.

Whatever you choose, there is Digital Wealth to be made!

BONUS
Affiliate Program

*Only for Indians

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Now, what if I told you, you could upskill to relevant, in-trend Digital skills

AND

Also, get to join a High Ticket Affiliate program?

That is, become an affiliate who earns a high commission! (70% actually)

It is all possible on this One Ed-Tech Platform!

*Only for Indians

Maybe you have already started looking and you're wondering if this is right for you. If you already know my story, then you know that I tried many courses and also various Affiliate programs.

When I found this platform, I was blown away to see that it teaches everything you can think of related to Digital marketing AND has over 300+ amazing trainings and a large community available for their affiliates!

You can also learn the New skills and then start freelancing OR create your own Digital products!

The possibilities are ENDLESS!



Here's what you get

As a student:

Social media marketing

Instagram Ads expert

Facebook Ads expert

Google Ads expert

SEO

Public speaking mastery

Website building

Content creation

YouTube mastery

Niche Research

Keyword research

Email marketing

Sales Funnel

Google Analytics

Business Automation

Personality Development

Spoken English mastery

LinkedIn

Copywriting

Sales Mastery

Affiliate Marketing

Stock Market Mastery

And so much more!

And, as an Affiliate you also get FREE access to:

300+ trainings:

Profile building

Lead generation

Conversion

Objection handling

Weekly LIVE Webinars

Up to ₹10,000 in Affiliate Commissions with each referred sale

And much more!

Marketing Tools

My Mentorship

I want to start NOW!

*Only for Indians

Rewards & Bonuses

A chance to win a FREE National/ International Trip

Awards and Recognition as you grow.

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Let us look at the Top Affiliates

This Week

(23 September to to 29 September)

1	Nisha agrawal	₹100000
2	Bishal Jaiswal	₹68000
3	Kanupriya jain	₹62000
#4	Jatin Sharma	₹62000
#5	Hemalatha j b	₹58000

Monthly

(1 September to 30 September)

1	Kavita Parik	₹644500
2	Ramanpreet Kaur	₹540500
3	Manuila Ellee	₹505000
#4	Hemalatha j b	₹488000
#5	Nisha agrawal	₹485000

Yearly

(March to February)

1	Ramanpreet Kaur	₹8818100
2	Manuila Ellee	₹8394822
3	Kavita Parik	₹5469009
#4	Satnam Singh	₹5402710
#5	Karamjit Singh	₹5389410

All Time

(2020 to Present)

1	Munira Sadaf	₹27077836
2	Smriti Mishra	₹20744852
3	Revathi N	₹16267547
#4	KATTA PAUL RUFUS	₹16087080
#5	ALIFA KHANUM	₹14841491

These are all Common people like you and I, who started their journey at 0 and have grown their business to great heights!

Ms. Munira Sadaf has earned over ₹2.7Crs!

These images are taken from my BizGURUKUL Affiliate dashboard as of 26 September 2024.

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This can CHANGE YOUR LIFE!

Digital Marketing has completely changed my life. If you already know me, you know I spent thousands of Rupees and a lot of my time to reach where I am now.

I joined by investing ₹14,999* on this very same platform, learnt everything from scratch and made my first sale in 45 days, earning a ₹10,000 commission!

So when I say run, I mean RUN to get your Entrepreneurship bundle today and start your journey.



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**Only for Indians

And if you purchase it through this link, you get:

30% OFF!

&

Access to my Exclusive Guidance and Mentorship.

I only take 20 new team members each month, so be fast or the slots will fill up!

*You don't necessarily have to invest the same, there are various bundles to choose from and the commissions will vary according to your choice. Click on 'GRAB YOUR BUNDLE HERE' to know more!

** Please note that this Affiliate program is only available to Indians at this moment. The business is ever expanding and we'll cover more countries soon!

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BONUS

Free Resources

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Here are your Free Resources

Canva- Click here

Systeme.io- Click here

Manychat- Click here

*Free upto 1000 contacts

Answer the Public- Click here

For Keyword research

StanStore*- Click here

*14 Day Free Trial then $29/month

Customizable Content Calendar- Click here



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Do you need more help?

If you have any questions or feedback, feel free to reach out to me!

Connect with me on WhatsApp @ ‘8714880039'

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