Quickstart Guide

“The beginner’s blueprint on how to create & sell digital products”



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FACELESS
DIGITAL MARKETING

Hi there! I'm Ryan, a 23-year-old digital nomad passionate about breaking free from the mundane 9-5 grind. Over the past few years, I've tried my hand at various online ventures, from freelance gigs to small e-commerce projects.

While I've experienced some success and learned a lot, I often felt confined and uninspired by the traditional work model. I craved something more—a way to not only earn a living but also live life on my own terms.

That's when I discovered Digital Marketing with Master Resell Rights(MRR). In just a few months, I've managed to scale my income to impressive figures, all while enjoying the freedom and flexibility that comes with it.

I promise you, there's nothing extraordinary about me. I'm just an ordinary person who decided to explore the possibilities of digital marketing. If you're tired of the daily grind and looking for a way to break into the digital marketing space, achieve financial success you never thought possible, and get guided as a complete beginner, this guide is for you!

Join me on this journey and start your path to financial freedom today!

Step 1:

Introduction to Digital Products

“Understanding Digital Products”

Digital products are intangible goods or services that are delivered electronically, often in a digital format such as downloadable files, online access, or software applications.

Unlike physical products, they can be replicated and distributed at minimal cost, making them highly scalable and cost-effective for both creators and consumers.

Why Digital Products Are Lucrative

Digital products have become increasingly lucrative for several reasons:

Scalability: Digital products can be replicated and distributed infinitely without incurring additional production costs, allowing creators to reach a global audience with minimal overhead.

Low Overhead Costs: With no physical inventory or shipping expenses, the overhead costs associated with digital products are significantly lower compared to traditional businesses.

Passive Income Potential: Once created, digital products can generate passive income streams, as they can be sold repeatedly without ongoing effort or time investment.

Global Reach: The internet enables digital products to be accessed and purchased from anywhere in the world, providing unparalleled reach and market potential.

Flexibility and Creativity: Digital products allow for endless possibilities in terms of creativity and innovation, empowering creators to experiment with new ideas and concepts.

Step 2:

Ideation and Market Research

Before diving headfirst into creating a digital product, it's essential to conduct thorough ideation and market research

to ensure that your product meets a genuine need in the market and resonates with your target audience.

This chapter will guide you through the process of finding your niche, conducting effective market research, and validating your idea before moving forward with development.

Finding Your Niche

Identify Your Interests and Expertise: Start by brainstorming areas of interest or expertise where you have knowledge, skills, or passion. Consider your hobbies, professional experience, or personal interests that could translate into a digital product.

Research Market Demand: Explore existing digital products within your areas of interest to gauge market demand and competition. Look for gaps or underserved niches where you can offer unique value or cater to specific audience needs.

Narrow Down Your Focus: Refine your niche based on market research and audience feedback. Consider factors such as target demographic, pain points, and opportunities for differentiation to carve out a distinct position in the market.

What is your Niche Worksheet?

What is your area expertise?

Your skill/strengths:

Your passion:

What challenge do people face?

List some ways in which you can help solve their problems.



Conducting Market Research

Define Your Target Audience: Identify your ideal customer persona by researching demographics, interests, behaviors, and pain points relevant to your niche. Understanding your target audience will help tailor your product to meet their specific needs and preferences.

Competitor Analysis: Analyze competing digital products within your niche to assess their strengths, weaknesses, pricing strategies, and marketing tactics. Identify gaps or areas for improvement that you can capitalize on to differentiate your product.

Keyword Research: Use keyword research tools to identify relevant search terms and topics related to your niche. This will help you understand what your target audience is searching for online and inform your content strategy.

Step 3:

Planning Your Product

“Branding”

Once you've established your branding, the next crucial step is to create your product.

Here's how you can ensure your product design aligns with your brand identity and enhances its overall appeal:

For your brand, you will want to consider things like:

The “tone” of your messaging (i.e. serious, casual, funny, sassy, professional, inspiring, authentic, etc.)

The style of your products and social media (i.e. manly, feminine, modern, minimal, luxurious, bold, bright, moody, etc.)

The values you communicate in your content and decision-making (i.e. ambition, gratitude, family, success, motivation, freedom, adventure, joy, etc.)

Your “brand story” (i.e. your personal story or parts of your journey that will resonate with your target audience)

“Product Creation”

Plan Your Product:

Detail the content or features of your digital product, emphasizing its unique qualities and how it distinguishes itself from competitors. What sets it apart? Highlight specific functionalities, benefits, or elements that make it stand out in the market.

Creating Your Digital Product:

The choice of platform for creating your product depends on the nature of your project and your level of expertise. Canva is an excellent option for beginners as it offers user-friendly tools for creating various digital assets at no cost. If you require assistance during the creation process, take advantage of tutorials and courses available online to acquire the necessary skills and knowledge.

Step 4:

Pricing your product

Setting the right price is crucial to maximize profits for your digital product. Here are some tips:

Research Market Pricing: Investigate the current pricing landscape by analyzing what competitors are charging for similar products. Identify any common price ranges prevalent in the market.

Price Based on Value, Not Effort: Avoid solely basing your pricing on the time or effort invested in creating the product. Instead, focus on pricing according to the value it delivers to customers and the problems it solves for them.

Consider Production Costs: Take into account any expenses incurred in producing the product, such as tools, software, or services. Keep in mind that production costs for digital products are typically low compared to physical goods.

Test Different Prices: Experiment with offering your product at different price points to gauge customer response and determine which price generates the highest conversion rates.

Offer Tiered Pricing: Consider implementing tiered pricing structures, with a lower-priced introductory version and a higher-priced premium version. This allows customers to choose the option that best suits their needs and budget.

Think Recurring Revenue: Instead of relying solely on one-time purchases, explore the potential of a subscription-based model to generate recurring revenue. Subscriptions offer customers ongoing access to your product or service, providing steady income streams over time.

Use Pricing Psychology: Apply pricing psychology techniques to influence purchasing decisions. For example, consider using charm pricing by setting prices slightly below rounded figures (e.g., $37 instead of $40) to make them appear more appealing to customers.

By incorporating these pricing strategies, you can effectively position your product in the market, maximize revenue potential, and provide value to your customers while ensuring sustainable profitability for your business.

Step 5:

Setup your systems

Once you've created your product you need to choose a platform to host and sell your digital product.

Popular sales systems include:

Stan - Stan.store is an e-commerce platform designed to sell digital products effortlessly. From memberships to digital downloads to coaching, it offers a one-click link you can put in your social bio that is customizable.

Shopify/Systeme.io - is a popular platform for anyone wanting to set up their own online store. It has an easy-to-use interface, customizable themes, and a wide range of apps.

Etsy - One of the advantages of selling on Etsy is the access to a ready-made audience. The platform boasts millions of visitors each month who are there to find unique and handmade items.

Raket PH - One of the rising e-commerce platform. It's perfect for anyone who makes and sells products & services. Freelancers, artists, streamers, writers, photographers, educators (and all in-between) can sell on Raket.PH to a worldwide audience.

Step 6:

Marketing your product

Organic marketing is an excellent option, particularly for new ventures. It's cost-effective, low-risk, and has the potential to drive significant traffic and sales through consistent, quality content.

Remember to keep it straightforward! Avoid unnecessary complexity or over-explanation of your offerings. Your authenticity is a potent asset that can resonate deeply with your audience.

Craft marketing materials to promote your product:

- **Build a captivating sales or landing page** to showcase your product's strengths, especially if it's an eBook or template. Use enticing mock-ups to highlight its key features and benefits.
- **Craft persuasive copy** that emphasizes how your product addresses customer pain points. Highlight its unique features and benefits, illustrating how it solves problems and meets their needs.
- **Create eye-catching promotional graphics or videos** to grab attention. Utilize free tools like Canva to design visually appealing graphics that effectively communicate your product's value proposition.

Selling on Socials

Instagram

Instagram presents an excellent opportunity for creating and selling digital products! Currently, Instagram Reels are gaining popularity as a means of capturing your audience's attention.

Tips for Instagram

Keep an eye about trending topics, challenges, and hashtags within your niche or industry. Develop reels that leverage these trends to enhance their discoverability among a broader audience.

Engage your audience from the outset of your reel by captivating them within the first few seconds. Employ visually striking imagery, vibrant colors, and compelling captions and hooks to ensure your content catches the eye as users scroll through their feeds.

Display your personality and authenticity prominently. Incorporate your unique traits, humor, or storytelling approach into your reels. Authentic content resonates deeply with audiences, fostering engagement, comments, and shares.

One of the best parts of using Instagram as your marketing platform is how easy it is to build a sense of community and relationship. The DMs, or direct messaging system built into

the app, is a perfect tool to use for this!

Tiktok

If you want to expand your reach past Instagram, then TikTok can also be really beneficial. Think TikTok is just for dance challenges and comedy skits? Think again! With its rapid growth and vast, diverse user base, TikTok offers a fertile ground to market and scale your digital products business.

Pinterest

Pinterest isn't just a place for pretty pictures and aspirational boards; it's a powerhouse for promoting and scaling your digital products business. Pinterest is a visually-driven social media platform and search engine used by millions to discover new ideas, products, and inspiration.

Tips for Pinterest

Optimize Your Profile: Complete your profile with a clear and concise description of your business, including relevant keywords. Use a high-quality logo or brand image as your profile picture and add a link to your website or online store.

Create Boards Relevant to Your Audience: Organize your Pinterest boards around topics, themes, or categories that are relevant to your target audience and align with your business niche.

Pin Consistently: Regularly pin content to your boards to keep your profile active and engage your audience.

RECAP & NEXT STEPS

Next Steps:

Implement and Iterate:
Put your knowledge into action across digital marketing channels.

Stay Informed:
Keep up with trends, updates, and emerging technologies for relevant strategies.

Engage with Your Audience:
Foster engagement, actively listen to feedback, and adapt strategies to meet evolving audience needs.

Continuous Learning:
Dive deeper into advanced topics, attend webinars, and consider advanced courses for expertise.

Network and Collaborate:
Connect with fellow digital marketers, join communities, and explore collaboration opportunities for new insights and partnerships.

The world of digital products is dynamic, and success comes from adapting, innovating, and delivering value.

Digital Product Examples

- **Ebooks:** Short niche-specific educational digital books on various topics.
- **Online Courses:** Starter or beginner courses that are low ticket.
- **Printable's:** Downloadable files such as planners, calendars, and templates.
- **Digital Art and Illustrations:** Artwork available for digital download or printing.
- **Lightweight Software or Apps:** Tools or applications with limited features.
- **Templates:** Digital templates for presentations, resumes, and other documents.
- **Webinars or Workshops:** Short, basic online training sessions

25 Niche Specific Digital Product Examples

Social Media

- Reels Guide
- How to Grow Your Social Media
- Aesthetic Stories
- How to land Brand Deals

Fitness

- Gym Guide for Beginners
- Home Workouts without
- Equipment
- Meal Plan for Fat Loss
- How to Stay Fit as a Dad

Lifestyle

- Recipe and Cooking Ebooks
- Weekly and Monthly Planners
- Travel Guides
- Healthy Grocery Options

Educational

- Fluent Language Guide
- Guide to Ultimate Discipline
- Photography Course
- Peaceful Meditation Course
- Guide for Optimal Studying habits

Finances

- Budget Tracker
- Bill Tracker Saving Plan
- Investment Strategies Course

Real Estate

- Investing in Real Estate 101
- Understanding Mortgages Guide
- Real Estate Negotiation Tactics
- Home Purchasing Guide

HOW TO START MAKING $$$ WITH DIGITAL MARKETING

Let's break it down step by step.

Step 1: Choosing Your Niche
Start by selecting a niche you're passionate about. We'll guide you through the process and provide examples to spark brainstorming.

Step 2: Creating a Digital Product or Sell a Done-For-You MRR Product
Dive into digital product creation. Explore brainstorming ideas, outlining your product, and choosing the right format, whether it's an ebook, online course, or other digital offerings.

To sell a **Done-For-You Product** with **Master Resell Rights** **CLICK HERE** It'll also teach you in depth about digital marketing & has 5 other MRR products included which you can resell for 100% profit.

Step 3: Setting Up a Platform to Sell Your Product
Set Up Your Stan Store and customize it to your aesthetic. After you put your info in and connect your bank to get paid drop your link in your social media bio.

Step 4: Driving Traffic to Those Products
Driving Traffic Using Social Media Explore various social media platforms like TikTok, Instagram, Facebook, and YouTube to drive traffic to your products. Learn effective strategies for each platform to maximize visibility and engagement.

Pretty basic steps to creating online recurring revenue online. If you have any questions feel free to reach out.

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You can create and sell these, it’s easier than you think!

Good news! You don't need any special skills to create your own digital product. It's all about knowing how to do it, and trust me, it's not complicated at all. I'll guide you through every step, from making it to selling it successfully. You can totally do this!

We all have things we're interested in or good at, right?

Well, those interests and strengths can be used to help others or share knowledge.

And guess what?
People are willing to spend money on things that make their lives better. So, you've got the potential to create something valuable that people will trust and benefit from!

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HERE'S THE PROOF

It's me!
I started my journey with Digital Products few years ago,

I started with zero knowledge also, w/ 0 followers and have been growing consistently everyday.

First two weeks, made my first sales.
It can happen for you just like it did for me.

You just have to be consistent and do the work required.



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SO WHATS NEXT?

WHAT IF I TELL YOU I HAVE A READY MADE DIGITAL PRODUCT FOR YOU?

YES, that's right. There is a Digital Marketing Blueprint that teaches you everything about creating Digital Products, marketing them and setting up a sales funnel/store so you can be making sales in your sleep.

It comes with Master Resell Rights (MRR) attached to it. Which means once you purchase it, you own it and can resell it for 100% profit as your first digital product.

It enables you to start making money as quick as possible.

LEARN EXACTLY WHAT I DID

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LETS KEEP IN TOUCH!



Make sure you follow my journey on my social media. Would love to stay connected with you!

Instagram: @facelessmarketer__

Your adventure is just starting, and there are boundless opportunities ahead. Wishing you the best of luck as you dive into the ever-changing landscape of digital marketing!

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