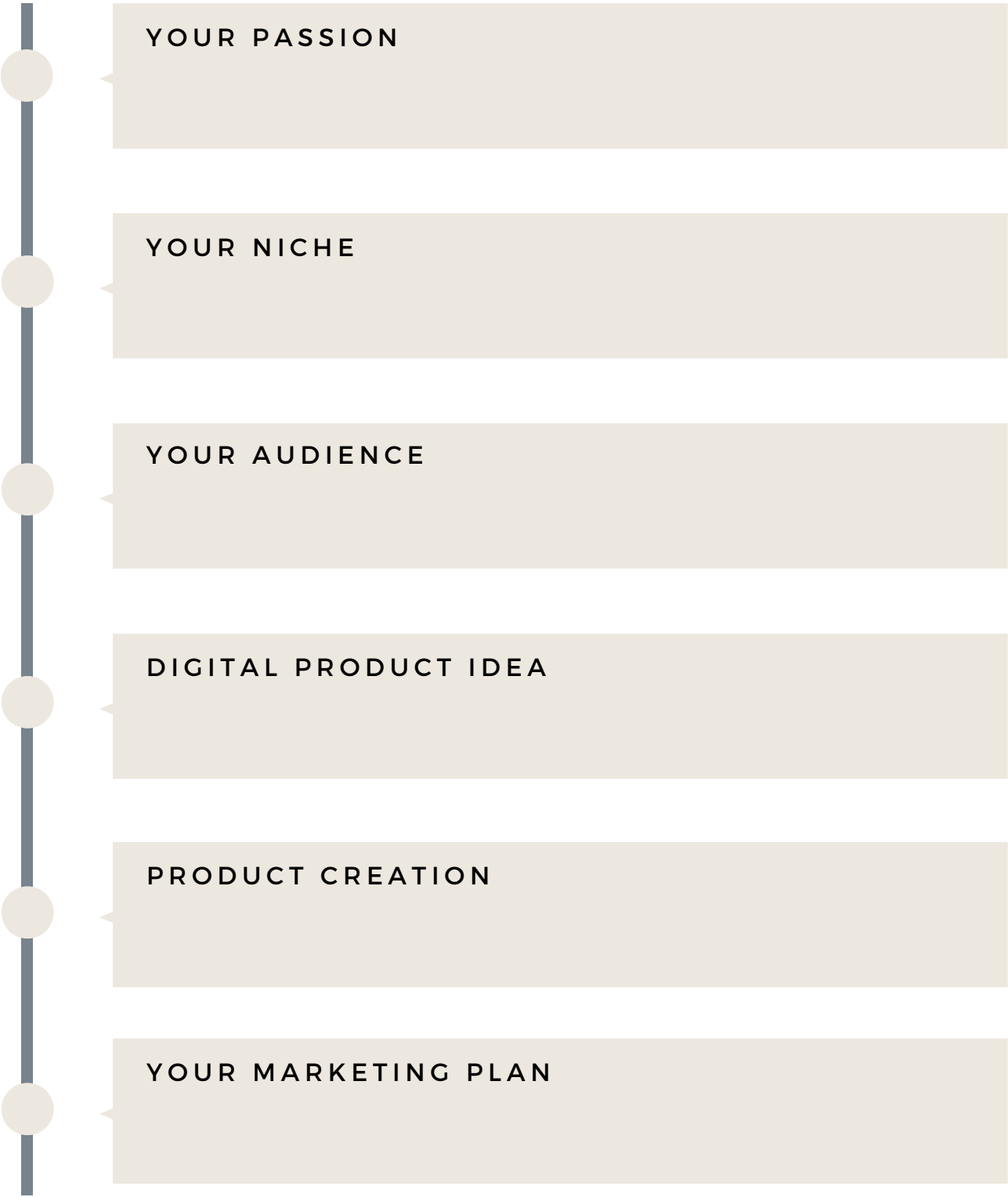


SOCIAL MEDIA PLANNER



STEPS TO DIGITAL PRODUCTS



A vertical timeline on the left side of the page, consisting of a dark grey line with six light beige circular markers. To the right of each marker is a light beige rectangular box containing a step in the process. The steps are: 1. YOUR PASSION, 2. YOUR NICHE, 3. YOUR AUDIENCE, 4. DIGITAL PRODUCT IDEA, 5. PRODUCT CREATION, and 6. YOUR MARKETING PLAN.

YOUR PASSION

YOUR NICHE

YOUR AUDIENCE

DIGITAL PRODUCT IDEA

PRODUCT CREATION

YOUR MARKETING PLAN

DEFINE YOUR PASSION

Whether you have tons of ideas and are feeling confused as to which one to choose, or are feeling stumped for coming up with any ideas, the questions on this workbook will help you.

What do you do that is so enjoyable you completely lose track of time...

When do you feel most alive and why ...

How do you prefer to spend your free time and why ...

What websites, blogs, conversations do you love to read and talk about and why...

If you could take a course on any subject what would it be about and why...

CONT.

If you had all of the skills, talents, and money you need, how would you spend your days and why ...



Write down all of the crafts (big and small) that you are passionate about



If you could start a business doing anything, what would it be?



WHAT DO YOU RESEARCH?

What you search on Youtube, Google, Pinterest etc.
This can help you narrow down your interests.

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

KNOWLEDGE & SKILLSET

There is a sweet spot in business where you have got the passion, experience and the skills to create something AND someone wants to buy it. This is the holy grail and this next section tries to work out what you are knowledgeable about.

Write down ALL of the things you're good at. What comes naturally to you? What have you taken classes in? What do you know lots about? Don't be modest here!

What do you get asked to make most often, is there a common theme?

Have others consistently complimented you on something you have made?

If you could get paid to do something for others what would it be?

DISCOVER YOUR NICHE

Now, fill in the blanks to create your Mission Statement based off your niche

I am _____
I provide _____
For _____
So they can _____

For Example

I am Liya Cetiner
I provide Sales Funnel Services
For Female Entrepreneurs
So they can Launch evergreen products

NICHE DOWN

Earlier you have listed 5 passions, strengths and problems, you have now put together a list of 15 different topic ideas. Within this list, lies your winning digital product idea. But, to find it, you'll first need to narrow the list to ultimately discover the "one" idea that's perfect for you and your business.

List your top 3 topics:

1

2

3

If you're about to create a course, could you talk/teach about these topic? List 5 ideas for your starter prompts.

For example: "How to ____ in 5 days".

1

2

3

4

5

DIGITAL PRODUCT NICHE

Let's start the digital product creation process by nailing down your area of expertise - a niche that you're both amazing at AND have an insane passion for.

That winning combination is what's going to keep you motivated through this entire process to make sure you REALLY pay attention to this step -

I want you to LOVE what you choose to focus in on!

What are your unique skills + talents?

What do your friends + family know you as a "go to" for? Baking cookies? Copywriting? Sewing? Basically, what makes YOU a star?

What are you passionate about?

What things make you jump-out-of-bed excited to do whenever you get a chance?

What overlap is there between your skills + passions?

It doesn't matter that you're a skilled seamstress if you don't enjoy it, list the areas that overlap between your skills + passions here, then pick the best one, this is your digital product "niche".

My Digital Product Niche

DIGITAL PRODUCTS 101

First thing you must do if you want to start creating and selling digital products is:

Identify what you will sell:

You need 3 simple things to start selling digital products and most overcomplicate this process:

- A problem that needs to be solved
- A person who want that solution
- A proof that you are the person to help this person with this problem

If you can't answer these 3 questions, you're not ready to launch your product yet.

What problem am I solving?

Who is my audience?

Why you should choose me?

TARGET AUDIENCE

Time to dig deep and start thinking about whom you want to attract! Knowing your ideal customers will help you understand how your services match to their needs and how you can help solve their pain points.

Gender

Age

Location

Education

Income Level

Occupation

What do they do in
their free time?

Your favourite brands
and shops?

What are some of their biggest frustrations?

TYPES OF PRODUCTS

1

Signature Course

Courses typically have a start and end dates. You can create them once, and sell them over and over.

2

Mini Courses

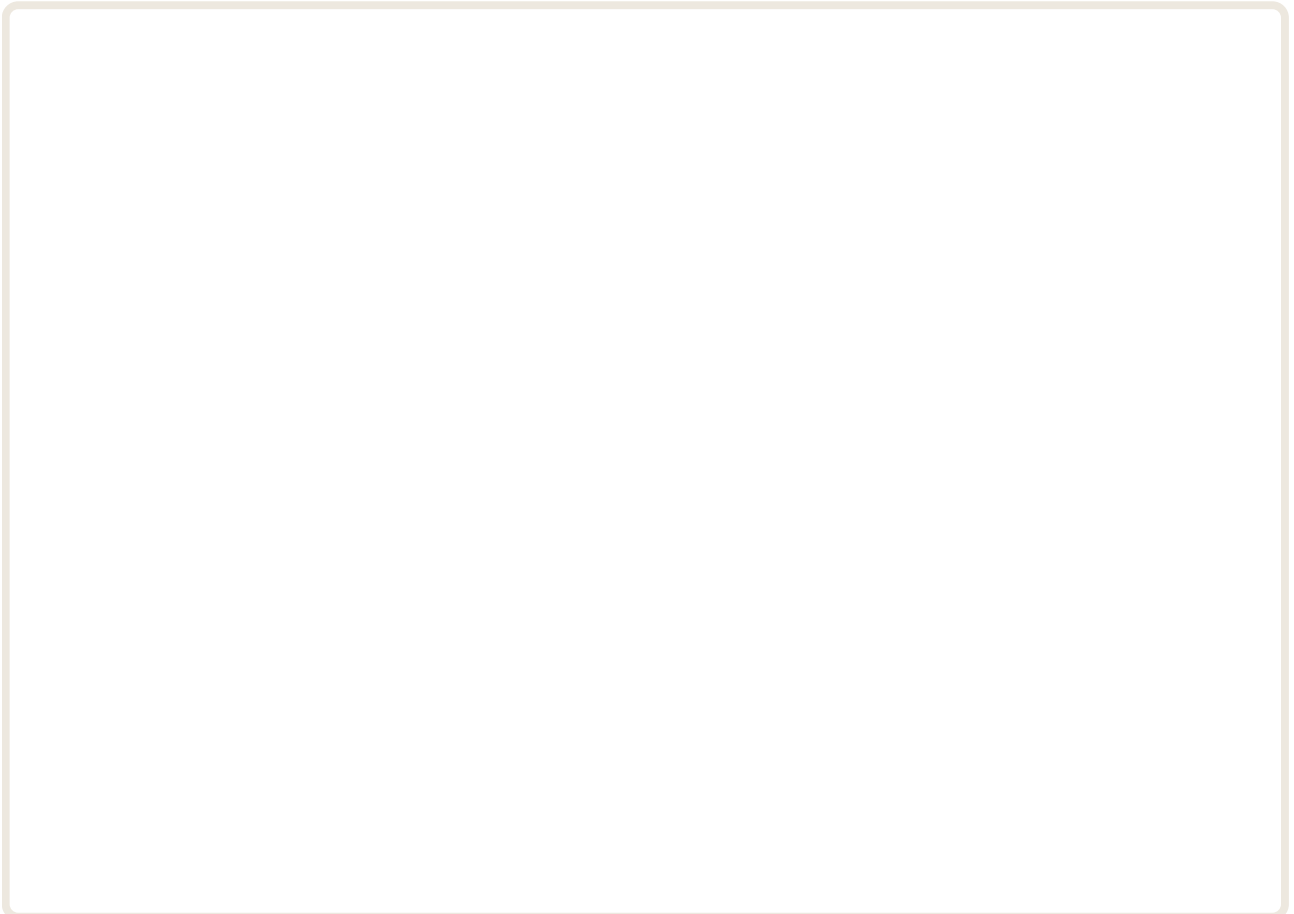
Mini courses are shorter than signature as they talk about only one part of the course.

3

Digital Downloads

These may include:
Ebooks, Canva downloads, templates, workbooks, planners, illustrations and more.

BRAIN DUMP ALL YOUR DIGITAL PRODUCT IDEAS



PRODUCT IDEAS

Product Idea



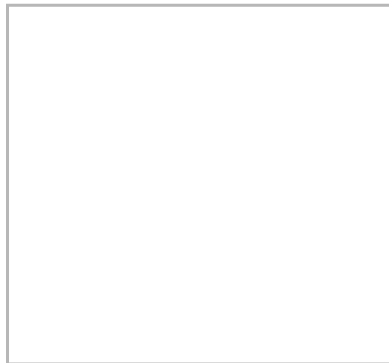
Product Idea



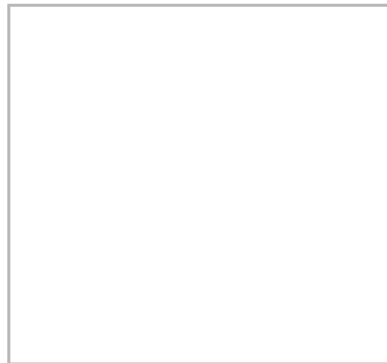
Product Idea



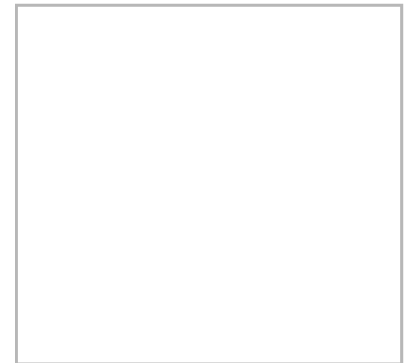
Product Idea



Product Idea



Product Idea



Where to sell your digital downloads?

1

Your Site / Shopify

You can control your traffic, email list and pricing more on your own site.

2

Etsy

Etsy is a great place to start if you're new to selling digital products. You can also run ads on Etsy.

3

Creative Market / Gumroad

Another great option is to sell of Creative Market. There is also Gumroad to explore.

NEW PRODUCT PLANNER

PRODUCT NAME:

PRODUCT BRAINSTORM:

PRODUCT DESCRIPTION:

PRODUCT DETAILS		
MATERIALS:	COST:	PROFIT:
	SALE PRICE:	
FEES:	ADDITIONAL COST:	
ADDITIONAL NOTES:	DATE CREATED:	
	LAUNCHED DATE:	
	PLATFORM:	

PRODUCT LANGUAGE

Summarize your product keywords:

*	*
_____	_____
*	*
_____	_____
*	*
_____	_____
*	*
_____	_____
*	*
_____	_____

What expenses, values or emotions am I selling via my product and brand? Check all that apply.

_____ Trendy	_____ Happiness	_____ Humorous
_____ Glamorous	_____ Useful	_____ Time-saving
_____ Budget-friendly	_____ Luxurious	_____ Durability
_____ Eco-friendly	_____ Family-friendly	_____ _____
_____ Practical	_____ Healthy	_____ _____
_____ Stylish	_____ Safety	_____ _____
_____ Versatility	_____ Uniqueness	_____ _____

Based on your answers above, what language should you use to sell the items? How will their lives improve because of your product?

MORE INSPIRATION

There are a few sites you can go to that will give you some more IDEAS

Any ideas from Amazon.com?

Any ideas from Clickbank.com?

Any ideas from Facebook Groups? Instagram?

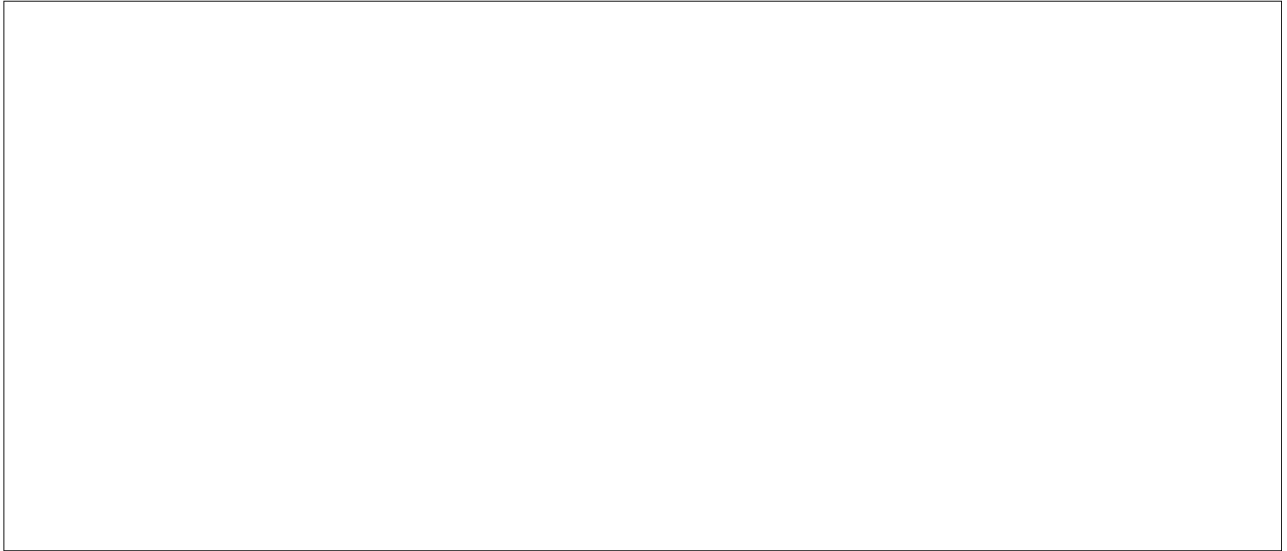
Any ideas from Udemy? Edx?

Your own pain? What is missing now?

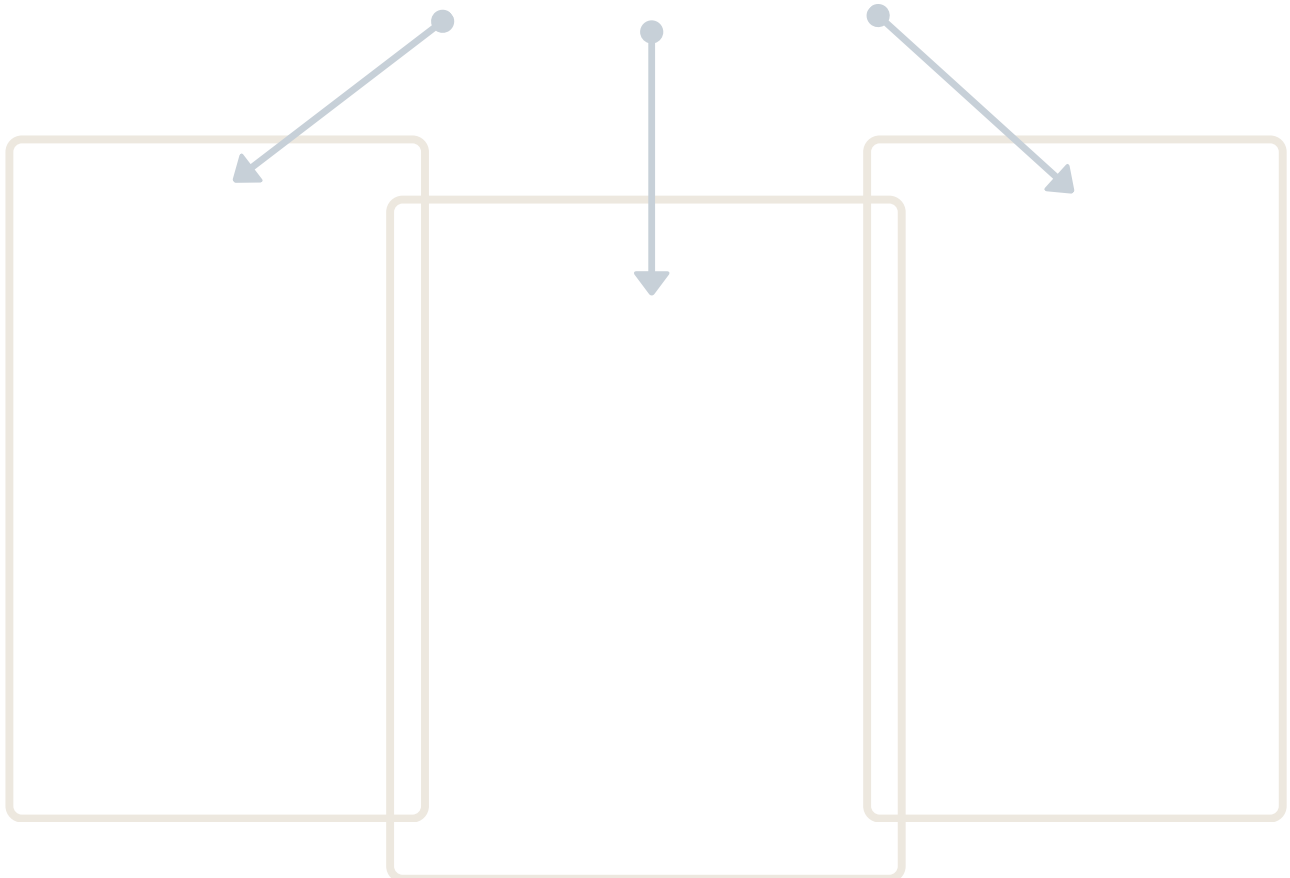
PRODUCT OFFER

Digital product package:

List everything you plan to include in your product package



Brainstorming Bonus Ideas



THE CREATION

Now the fun part - creating your product!

This is where EVERYTHING comes together and you get to take that talent + insane passion you have and create something incredible.

People can sense when you are passionate about somethings - so go creating!

List out all the different assets you need to create:

Need a video tutorial? Cheat sheets? List **everything** from "the offer" section that you need to create during this phase.

What will you charge for this product?

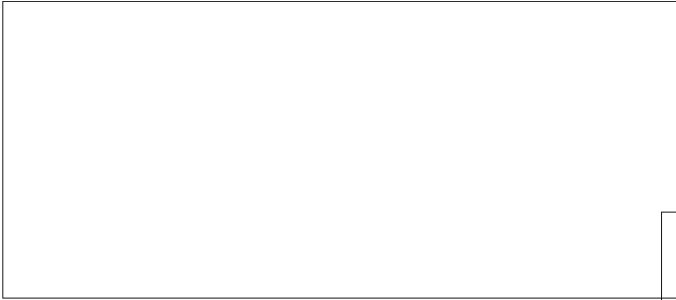
I recommend creating a digital asset that you charge no less than \$27 for. If that means you need to "beef up" your product offer, do it!

What is your refund policy for this product (if any)?

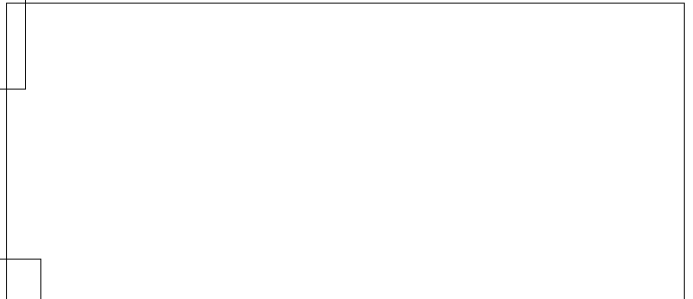
You don't have to offer refunds for digital products, but having some sort of "100% satisfaction guarantee" goes a long way in building potential buyer trust!

DIGITAL DOWNLOAD

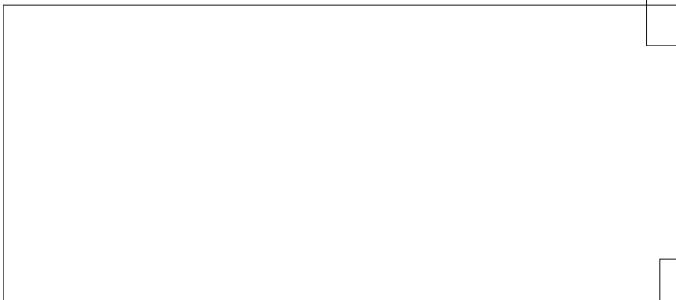
PROBLEM / NEED TO SOLVE



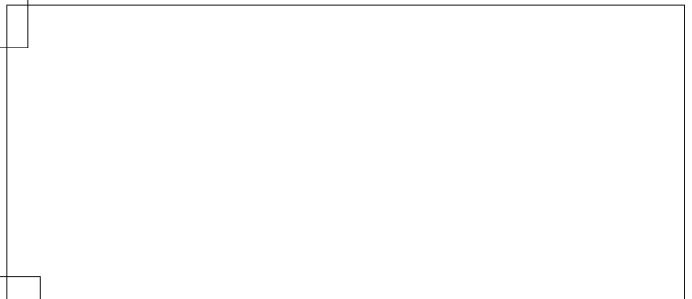
MY SOLUTIONS



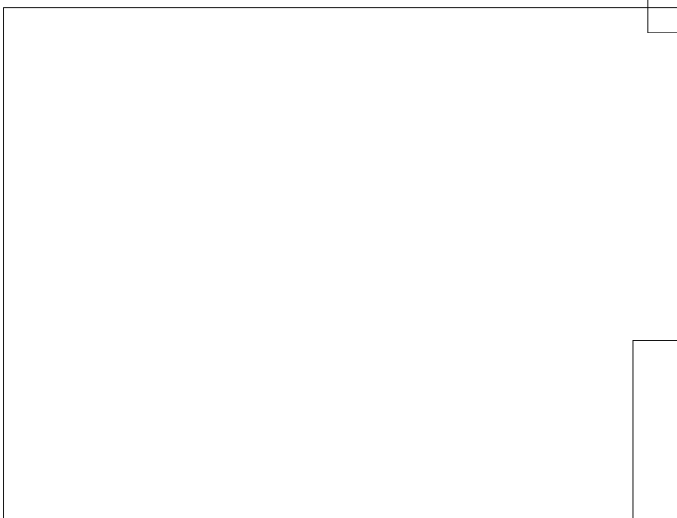
NAME IDEAS



HOW WILL PEOPLE
SEARCH FOR THIS



HOW WILL THIS BE
BETTER THAN
CURRENT COMPETITORS



WHAT'S THE FORMAT



COMPETITOR ANALYSIS

	Competitor 1	Competitor 2	Competitor 3	Competitor 4
PRODUCTS				
PRICE				
APPEARANCE				
QUALITY				
PACKAGING				
REACH				
WEBSTORE				

PRODUCT PRICING

PRODUCT PRICING CALCULATOR:

Hourly Wage*	
Units Produced Per Hour**	

PRODUCT PRICING CALCULATOR:

Materials / Software Cost Per Unit / Per Month	
Packaging Cost Per Unit / Other Costs	
Other Costs Per Unit (electric bills etc)	

TOTAL UNIT COST (ALL OF THE ABOVE COMBINED)	
Product Markup (for 30% put 1.3 etc)	
TOTAL PRODUCT PRICE (TOTAL UNIT COST X MARKUP)	

METHODS OF GETTING PAID:

☐ Paypal	☐
☐ Stripe	☐

* The wage you will pay a contractor/employee or yourself

** Either items produced per hour or how many hours it will take to finish a service

Other notes:

MARKETING PLAN

CHANNEL	MARKETING TACTICS	ONE TIME COST	MONTHLY COST
Paid Ads			
E-mail			
Social Media			
Content Marketing			
Seo			
Direct Outbound			
	TOTAL COST:		

FUN WAYS TO LAUNCH

COLLABORATIONS

Partner up with others in your industry and exchange podcast interviews, blog posts etc.

CREATE BUZZ

Start talking about WHAT you are launching at least 12 weeks before you launch!

CREATE LAUNCH CONTENT

All of the content should point towards your sign up page & be around the same topic.

GO LIVE

Go live in your private Facebook group at least once a week!
Facebook sends an alert to your followers (free advertising!)
1-3 minutes in length mix in every once in a while longer streams)

AFFILIATES

Partner with an affiliate to boost your launch numbers.

FAST ACTION BONUSES

Create awesome one time bonuses to encourage people to buy your product!

EMAIL YOUR LIST

An email a day keeps bankruptcy away.

LAUNCH CONTENT PLAN

Platform

Post date

Posted

☐

Main content / Caption

Key points

1

2

3

4

5

Call to action

Link

RESOURCES / INSPIRATION

CHECKLIST

- ☐ Create content / Write caption
- ☐ Call to action & Links
- ☐ Create graphics / Thumbnails
- ☐ Check spelling / Test links
- ☐ Schedule / Publish

RESULTS & STATISTICS

Was my post popular? Audience comments, thoughts & suggestions.

Likes

Comments

Link clicks

New followers

CONTENT BRAINSTORM

Thinking back to your audiences, what content can you create that would solve their problems or point them to your solution?

Problem 1:

Problem 2:

Problem 3:

Problem 4:

Problem 5:

Problem 6:

Problem 7:

COUPONS & PROMOTION

Month:

Year:

Planned Campaign and Promotion	
Abandoned Cart	
Recently Favourited	
Email Sequence	

Individual Coupons				
Coupon Code	Discount	Duration	Uses	Revenue

Future Promotions:

Holiday:

CAMPAIGN TRACKER

[illegible]

EMAIL CAMPAIGNS

Campaign name / Email title

Sent

Campaign type

☐ Automation ☐ Newsletter ☐ Advertisement ☐ Email ☐ _____

Schedule

☐ Multiple emails ☐ Single email

Main content

Key points

Send to / Conditions

Attachments

Call to action

MULTIPLE EMAILS SCHEDULE

#	Email title	Schedule	Sent
1 of			☐
2 of			☐
3 of			☐
4 of			☐
5 of			☐

RESULTS

Email opened	Link clicks	New subscribers	Unsubscribed
--------------	-------------	-----------------	--------------

FACEBOOK ADS TRACKER

Business Name	
Goals	
Budget	

Boosted Post:				Date:	
Targeting		Results		Reach	
Age		People reached		Organic	
Location		Engagement		Paid	
Interests		Clicks		Budget	

Boosted Post:				Date:	
Targeting		Results		Reach	
Age		People reached		Organic	
Location		Engagement		Paid	
Interests		Clicks		Budget	

Boosted Post:				Date:	
Targeting		Results		Reach	
Age		People reached		Organic	
Location		Engagement		Paid	
Interests		Clicks		Budget	

PINTEREST LIST

[illegible]

SEASONAL PLANNER

Year: _____

JANUARY	FEBRUARY	MARCH
APRIL	MAY	JUNE
JULY	AUGUST	SEPTEMBER
OCTOBER	NOVEMBER	DECEMBER

TO DO LIST

Checklist

[illegible]

Notes

[illegible]

TASK CHART

TASK :

NOTES

WORK SCHEDULE

Date:	Notes
6:00	
7:00	
8:00	
9:00	
10:00	
11:00	
12:00	
13:00	
14:00	
15:00	
16:00	
17:00	
18:00	
19:00	
20:00	
21:00	
22:00	
23:00	

