

7-DAY GUIDE TO *Digital Wealth*

EVERYTHING YOU NEED TO KNOW TO CREATE A DIGITAL
PRODUCT THAT YOU CAN SELL IN LESS THAN 7 DAYS!

CREATE PASSIVE INCOME



HEY, I'M TONI

I'm Toni, the "4-Hr Work Mama." I have 2 kids and got tired of running myself ragged working 60+ hours a week at a full-time job and with my social media marketing agency on the side (www.baucey.com). I escaped my "circus act" by starting an online business selling digital products and now I have more time and money to spend with my family.

I love helping other women make money online! I'm a firm believer that we don't have to choose between money and time freedom. Through digital products and automation, we can earn more than we ever imagined possible while spending our time with the people we love.

I got my start in digital marketing nearly 20 years ago, but never before with a done-for-you course ([you can learn more about that here](#)). When I tell you my life has completely changed since switching from working 60+ hours a week with that full-time job to cutting it all down to 4 hours a week selling digital products online— it's been a game changer.

The cool thing is that I am not the only one doing this. Many other students and mompreneurs in the community are making thousands of dollars a month by selling digital products. There are so many ways to unlock passive income in this space!

All of that aside, it's no secret that we start Digital Marketing to make more money. And there is a lot of money to be made if you are willing to learn & commit. Digital marketing is a multi-billion dollar industry and isn't going anywhere any time soon. The thing I love the most about digital products is that they work for ANY niche or industry! Plus, you only have to create something once and you're able to sell it over and over again with low/no overheads for 100% profit.

LET'S DO THIS!



Resell RIGHTS TERMS

This done-for-you digital product grants full resell rights to the purchaser.

In purchasing a done-for-you product that comes with resell rights, you also get the freedom to modify, resell, and FULLY profit from this product, meaning you don't owe anyone (including me!) a portion of your sales.

What you will find with this Guide is that not only did you purchase the Guide itself, but you also were granted the Private Label Rights for it (not to be confused with Master Resell Rights or just Re-SALE rights!). In other words, PLR + Resell Rights = match made in heaven.

This means you are able to rename, rebrand, and totally change this product. Make it your own! (PLEASE make it your own! STAND OUT!)

This is something that will help so many people be able to create a digital product that they're proud of and that will SELL.

I'm so excited for you to be able to expand your digital offerings with this product. No need to give me or anyone else any credit, you are able to claim full authorship. As I said before, please make it TOTALLY your own.

Here is the [TEMPLATE LINK](#) to change the product however you wish.

xxo Toni @4hrworkmama



IN THIS GUIDE

You'll learn not only how to create your own digital product, but also how to do the research behind it to make SURE it's something that will sell. I will also walk you through branding, setting up your back-end systems, and all the legal things and logistics as well. This guide was designed to help you get up and running in 7 days or less with selling your first digital product online. It's going to be so FUN!

Tag me on your Instagram story (@4hrworkmama) while you're working through this process! I'd love to see what you're up to!

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Day 1

GETTING PREPARED

Before we start, I think it's important that you get familiar (at least somewhat) with the different tools we will be using. You can even go ahead and create your accounts if you'd like!

Canva - this is how you'll create your digital product and bring it to life! (and make it pretty) You can sign up for the free account for now, because it's all you'll need to get started. You may want to upgrade in the future (I eventually did) cause there are lots more options with the paid version, but start off with the free one.

Systeme.io [🔗](#) - this is where you'll be creating your sales page for your first product! Your Systeme.io link is what will end up going in your bio when you're all finished. You will also be able to house other (external) links in your Systeme.io such as Amazon affiliate links, books you love, etc.

(Why not start with StanStore? When I first started, I didn't have a lot of time or extra money. Stan Store is \$29/mo to get started. Systeme.io is free. PLUS, I didn't have a lot of time to create a website. With Systeme.io, I was able to implement a Sales Funnel & Website for the EXACT product I wanted to sell in one click using a template.)

It's up to where you set up your shop, but be sure to choose a platform that will save you time. Systeme.io is the one I use and I'm OBSESSED with it! The emails are beautiful, simple and highly readable!



Day 1

CHOOSING A BUSINESS NAME

Now it's time to choose your business name! Getting creative with this is one of the fun parts. :)

But before you decide on a the perfect name, here are some things to consider:

You want your business name to **clearly communicate** what your business is all about. It's helpful to use keywords in your business name denoting exactly what you do.

When in doubt, using your name is never a bad idea! And a word of advice-- if your niche has do to with making money, choose something more unique than "makemoneywith_". That handle is simply overused and will make you blend in. You want to STAND OUT in your niche and your handle is the first step.

Keep it simple and straight to the point. I chose my username based on the goal I had and the lifestyle I wanted to live (to work only 4 hours a week!) It can be as simple as that.

But also, don't overthink this. You can change it later if you need to, so pick a name, and LET'S GO!



Day 1

DOMAIN AND EMAIL

This is not a key step unless you would like a professional email name. We can work around this by implementing emails via Systeme.io that will come from your business name.

The main reason you would choose to get a domain name isn't necessarily so you can set up a website right now. **The main reason you want a domain name is for the professional email.** That way you can get your email list up and running now and ready to go as soon as you launch your digital product!

I recommend staying as close to your business name as possible if not your whole business name.

For your professional email name, I recommend something like this:
[oneword@yourdomainname].

You could also do yourname@yourdomainname.com

I use Godaddy to set up my domains and email addresses. I like to keep them all in one place. You will spend about \$20-\$30 the first year or so for this.

Watch these videos to learn how to...

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

[🔗 Set up your professional email](#)



Day 2

DEFINING YOUR NICHE

Defining your niche is going to help you get crystal clear about WHO you are speaking to & who your product is helping.

What is a niche?

Some people never see success in their business because they never clearly define their niche. And they never clearly define their niche because they mistake their customer avatar (aka their ideal customer) for their niche!

Your niche is simply the problem you solve. Period. It is not the person you solve the problem for.

There are thought to be 3 “evergreen” niches. AKA, if you stay in one of these categories, you will ALWAYS make money. Health, wealth, and relationships. If your niche isn’t classified under one of these overarching niches, don’t worry. You CAN still find success! It’s just much easier to find success in one of the big 3.

What problem do/can you solve?

And don’t put too much pressure on yourself here. You only need to take people from point A to point B. You don’t have to take them from 20kg overweight to competition stage ready with your product. You only need to help them lose the first 3kgs. (This is just an example, of course)

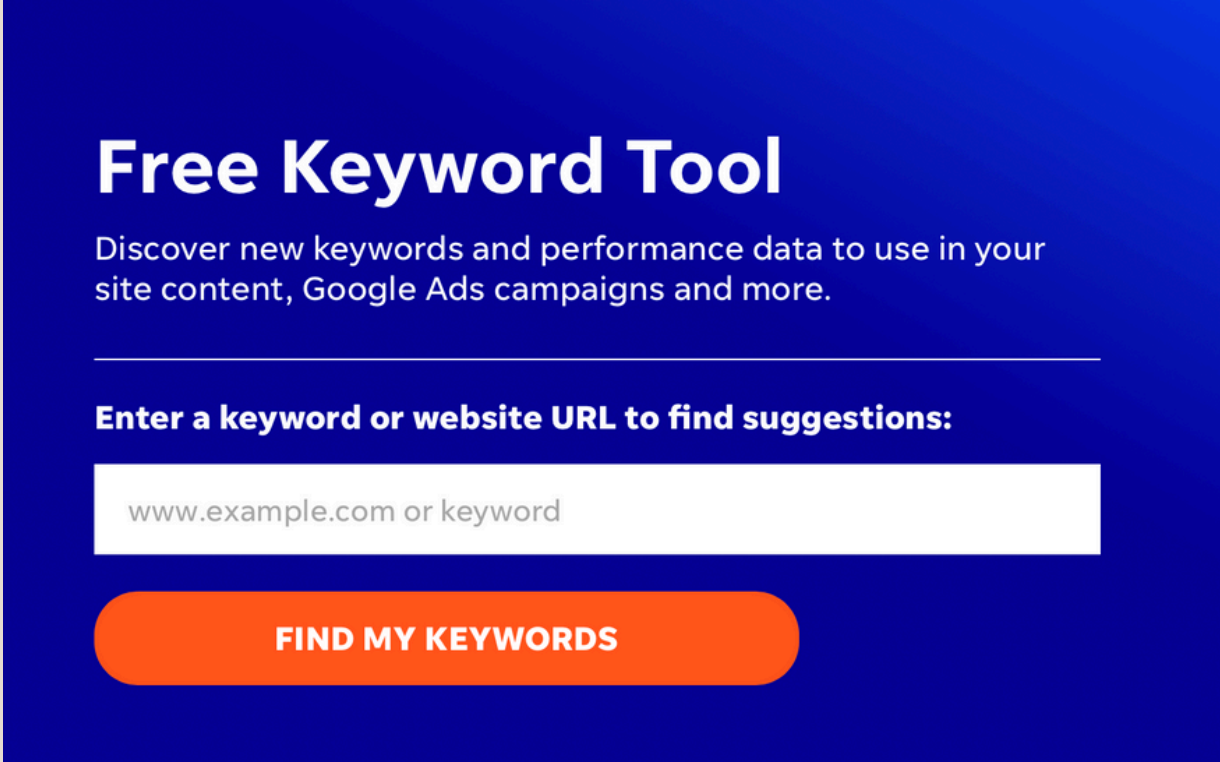


This will help you! I want you to write down ALL of the problems you can solve. Don't leave any stone unturned. This will also double as your product idea list.

Keyword research

Alright, now here's where we find out JUST how profitable your ideas are. You can 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

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 good enough. (Remember, I said we want at least 20k searches, otherwise it may be hard to find the person with the problem you solve, if they even exist!)

digital products	18,100
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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	🔍 Search volume
work from home jobs	1,000,000
work from home positions	1,000,000
remotejobs	823,000
work from home	246,000
work from home jobs near me	90,500
part time work from home jobs	74,000
remote work	74,000
remote work from home jobs	74,000
remote jobs no experience	74,000

I help people make money as they work from home. (I can just hear the lightbulbs going off in your head right now).

Another really helpful tip when you're thinking of a problem you can solve within your niche is [🔗 AnswerThePublic](#). You can find out what terms people are searching and make sure to include those in not only your keyword search, but your content as well!

Simply search the keywords you found on word stream that are related to your niche, save the questions you find people are asking using those keywords, and BAM.

You will most likely find WAY more than one problem you can solve, but let's just pick one for now. You don't have to solve every problem within your niche in one digital product.

Trust me, it will sell MUCH better if you can clearly define ONE problem you solve with that product. Remember, you only need to deliver one result to your customer. Point A to point B. Don't overcomplicate this.

Also, this won't be as applicable until further down the road, but I promise you'll remember I said this:

Pay attention to the other problems your customers express to you as they're solving one problem with your first digital product. Take note! These conversations will give you ideas for your NEXT digital product. (And trust me, the ideas won't stop coming!)

Day 3

BRANDING BASICS

Let's get you the perfect branding to show off!

When you think of branding, what do you think of? For me, colors are the first thing that come to mind.

Colors are super important and communicate the vibe of your brand to people even before they read your words.

I chose clean and crisp colors for my branding. Cream, grey, brown, and white are the main ones. (You can see how I switched it up this year by scrolling down on my Instagram page @4hrworkmama). Years ago, I was very pink, purple, and bright. But when 2 kids to wrangle, I'm going for a more calming, concise, professional vibe.

Your brand color palette helps you to create the feeling you want someone to have about you and your business. colors can give the right impression of you to the right people. (And bonus: it will attract people like you who are also attracted to those colors! So make sure your color palette is true to YOU!)

Questions you want to ask yourself before picking colors...

How do I want to come across? (energetic, vibrant, calming, trustworthy, professional, etc)

What emotion do I want to elicit in my audience?

What are the favourite popular brands of my audience and what does their branding look like?



BRANDING BASICS

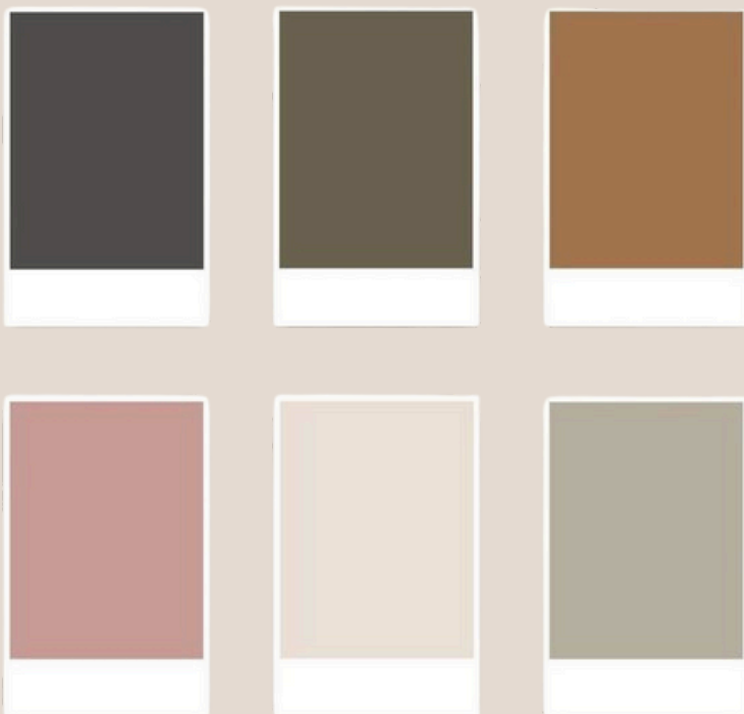
It's also helpful to scope out your successful competitors (aka people who solve the same problem as you) and see what their branding looks like.

Don't copy them, but get inspiration from them! Pinterest is also a good place to get color ideas.

Trust me, copying someone NEVER works. Take the principles they use and apply them to your own content, but never copy.

Color theory

Different colors elicit different feelings in your audience and also denote different things to them about YOU and your brand.

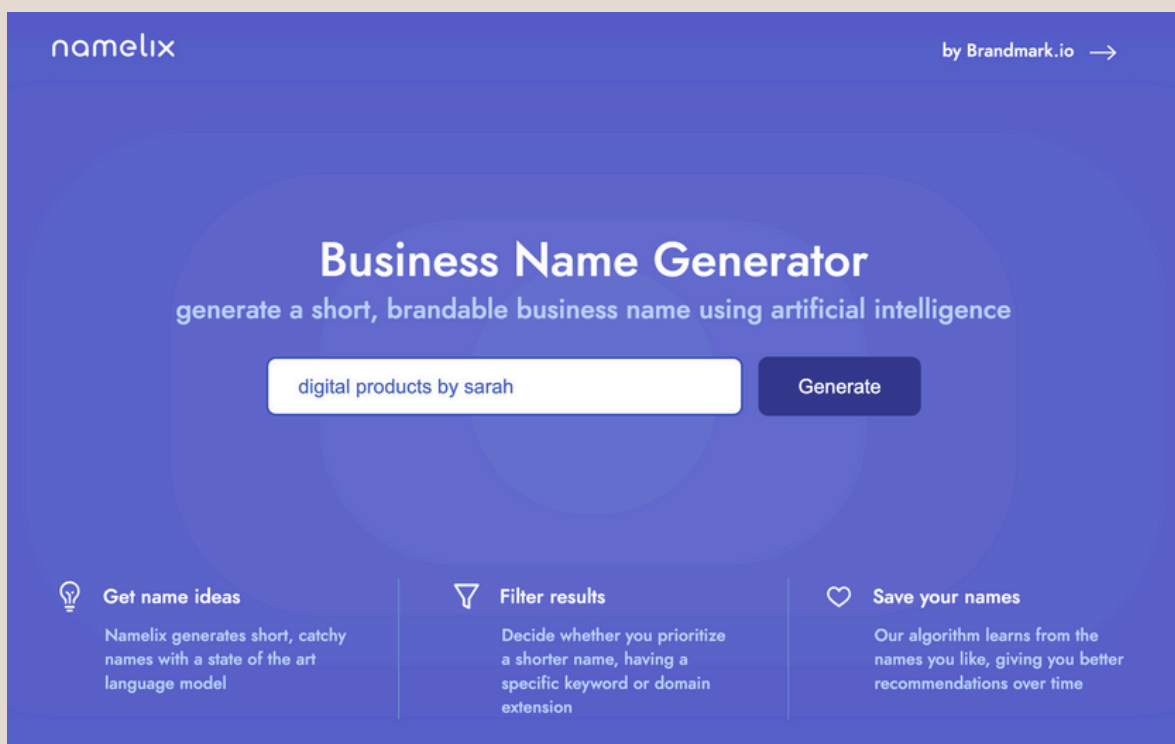


color palette ideas



After psychology, you also want to take into account practicality. Make sure your text color is able to be read against your background color. (THIS IS SO IMPORTANT AND CANNOT BE OVERSTATED!) You want your message to POP.

[🔗 Namelix](#) is a helpful tool for both NAMING your business AND coming up with your branding colors! Once you search your keywords and decide on a business name and logo, you can click on the specific logo/name you like and it'll give you a color palette and a mockup!



Day 4

COMING UP WITH YOUR PRODUCT IDEA

OK. So now that you have your niche (problem to solve), you need to figure out HOW you want to solve it.

With an **ebook** full of tips and info? With a **guide**? **Journal**? **Templates**? **Subscriptions**? **Videos**? A full-blown **course**? (I do NOT recommend the last one for your first digital product!)

Just know that people will pay for anything as long as it solves their problem.

If you already have a business and you have things in your business that you use (email templates, coaching packets, etc.) that can be turned into digital products, you could start there!

In my opinion, DONE-FOR-YOU guides or ebooks with resell rights (PLR or MRR) are the easiest and most effective way to get your foot in the door with your first product. They also have a high perceived value. PLR = Private Label Rights (slap your name on it and resell as your own). MRR = Master Resell Rights (sell a branded product but you can't modify it).

Here's my [4-Hr Work Mama Digital Products Resell Starter Kit](#), a complete library of PLR Digital products with MRR that you can resell to get started.

If you have more time than money right now, you can also use the FREE [Digital Product Creation Planner](#). Write out the different topics you want to touch on and add notes for each topic! It was originally a course creation planner, but you can tweak it to work for your digital product!



Day 4

CHOOSING A NAME FOR YOUR PRODUCT

The name of your product is an extremely vital piece. It can actually make or break your sales....as dramatic as that sounds.

My mentor once said “clear is better than clever” when it comes to naming a product you’re selling. So it’s best to clearly communicate what result your product delivers vs something that sounds cute or is an alliteration. If you’re starting off by purchasing a PLR/MRR product, the product will already be named; with a PLR product, however, you can change the title to whatever you think will speak to your audience more.

Bonus points if your product has any of these words in the title: how to, guide, proven, ultimate, 101, framework, or ___ days (example: 10 days, showing a time frame to expect results).

Example of a product name that probably won’t sell: “my favorite recipes”

Example of a product name that most likely WILL sell: “7 recipes your picky kids will love, guaranteed”

Use the name of your product as a HOOK to reel your buyers into the product page! If the name sucks, chances are they’ll never make it that far.



Day 5


PRODUCT CREATION + PURCHASING YOUR FIRST PLR/MRR PRODUCTS

The most popular (and my personal favorite) place to **create** your digital products is Canva! Canva has free ebook templates (that can double as guide templates!) that are beautiful, and will really help you paint the vision and create a beautiful digital product.

All you really need is the free version of Canva, but the pro version will give you TONS more options. So it's definitely something to consider down the road! But for now, free will do.

If you don't happen to like any of the templates on Canva or don't have the time to create your own products, you get started with my [4-Hr Work Mama Digital Products Resell Starter Kit](#) which includes this guide, along with several other templates and digital products you can sell as your own!

The reason I recommend starting with **Done-For-You products** is that you can simply buy and sell them as your own, products with MRR or PLR rights. With PLR products as I mentioned before, you just edit the templates, swap your name and contact details and any links you want in the product. Easy-peesy. There's even a Canva Crash Course that you can use if you want to learn how to use Canva to begin creating your own products to sell online... ***Did I mention you can RESELL that course, this guide, AND all of the other goodies in my Starter Kit?***

A hand holding a smartphone, with a speech bubble containing text. The background is a blurred office setting with papers and a pen.

My biggest tip here is just to get it **DONE**. Done is better than perfect, and you can always go back and tweak and edit it later.

DONE is also better than over-complicating the process with a million to-dos. Am I right, or am I right?

xxo Toni @4hrworkmama

Day 5

DISTRIBUTION: GOOGLE DRIVE

You'll also want to set up a Google Drive if you haven't already. (it's free) If you have a Gmail account, you should already have access to a Google Drive. (Whenever I need to find my Google Drive, I literally just google "Google Drive" and find it every time) This is where you'll save your creations and PLR downloads (**make sure to save the .pdfs as "anyone with the link can view" that way every single person doesn't need to "ask permission" to view the file**)

A really cool thing about Google Drive is that whenever you make updates to the product (as a Google Doc), your customer will automatically have access to all the new updates! (a big selling point!)

TIP! You can create a single-page PDF with links to all of your Canva templates/guides on it rather than having a bunch of .pdfs on the drive.



Day 6

PRICING + PROMOTING YOUR PRODUCT

Have you ever noticed that the price of most digital products ends in a 7? \$27, \$37, \$47, etc. **There's a psychology behind this** and statistically, products priced with a 7 at the end sell better. (don't ask me why, I don't make the rules)

One thing to consider is that **you want the VALUE of the product to be higher than the price.** For example, this guide of mine that you are reading right now is worth every bit of \$157 (at least!), but I priced it at \$97. The value WAY exceeds the price! I also wanted to make sure that the “everyday mom”, college student, and young married couple could afford this without breaking the bank or stressing if she did NOTHING with it. (We all know how that goes....I have tons of things I've bought and never read!)

There is also something to be said for **UNDER promising and OVER delivering.** I think that is kind of a lost art these days. This builds trust with your audience and will produce faithful customers who buy whatever digital products you put out.

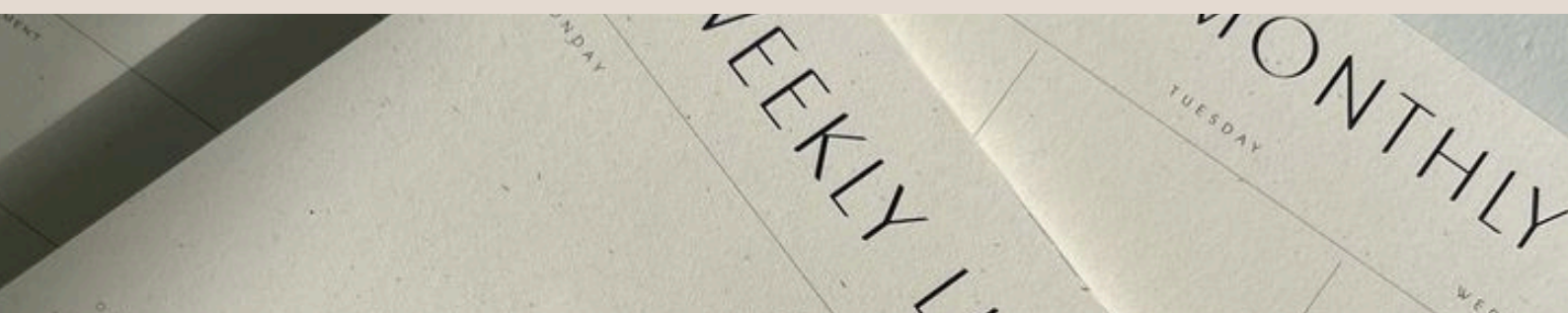
I like to keep my products priced under \$100. I think that's a good rule of thumb, especially when you're first starting out. It's much easier for someone to pull the trigger on something under \$100 than it is for something over \$100.

When setting a price for your product, you also want to factor YOUR goals into the equation.

What's your first income goal for your first month? \$2,000? How many ebooks will you need to reach your goal?

- 74 ebooks @ \$27 each (roughly 3 sales/day)
- 54 ebooks @ \$37 each (roughly 2 sales/day)
- 42 ebooks @ \$47 each (roughly 1.4 sales/day)
- 35 ebooks @ \$57 each (roughly 1.1 sale/day)
- 29 ebooks @ \$67 each (1 sale a day)

This part gets me really excited. When you see the breakdown like that, I swear it does something to your brain and immediately you feel like **“wow, this is doable!”** (and if you feel the opposite, please don't stop reading this guide until you get to the end to the mindset recommendations!)



Day 6

PRICING + PROMOTING YOUR PRODUCT

The way I learned how to market my digital products was through a course that cost me \$497 (I still sell it and believe wholeheartedly in it! It comes with resell rights so you too can sell it as your high-ticket item, [click here to learn more about it](#). But, I will highlight the key points when it comes to marketing your product as well as how to build your business via social media.

For right now, I just want you to focus on Instagram. Unless you're already familiar with other platforms like TikTok and Pinterest, in which case you can repurpose your content to drive traffic to your Instagram.

But Instagram is such a unique place and such a great platform to not only build an audience but also to NURTURE your audience. You can even do it if you plan on having a “faceless” profile (not showing your face). The algorithm is very unique in that way. It's definitely my platform of choice and where I focus my efforts!

If you have a budget for advertising your new business, you can spend \$3/day on Facebook ads to drive traffic to your sales page for your products. If not, you can organically create buzz for your business by consistently posting good content on Instagram.

Psst... my [Starter Kit includes 900+ reels and 90 captions](#) you can use (AND RESELL) for Instagram to get started with your Digital Marketing business. (Just trying to make it easy for you!)



Day 6

PROMOTING YOUR BUSINESS ON INSTAGRAM

When marketing your products on Instagram, **you have to keep in mind that Insta is a NURTURE platform** first before it's a conversion platform. Meaning, your audience wants to get to know you more than anything else. So weave your personality throughout your content!

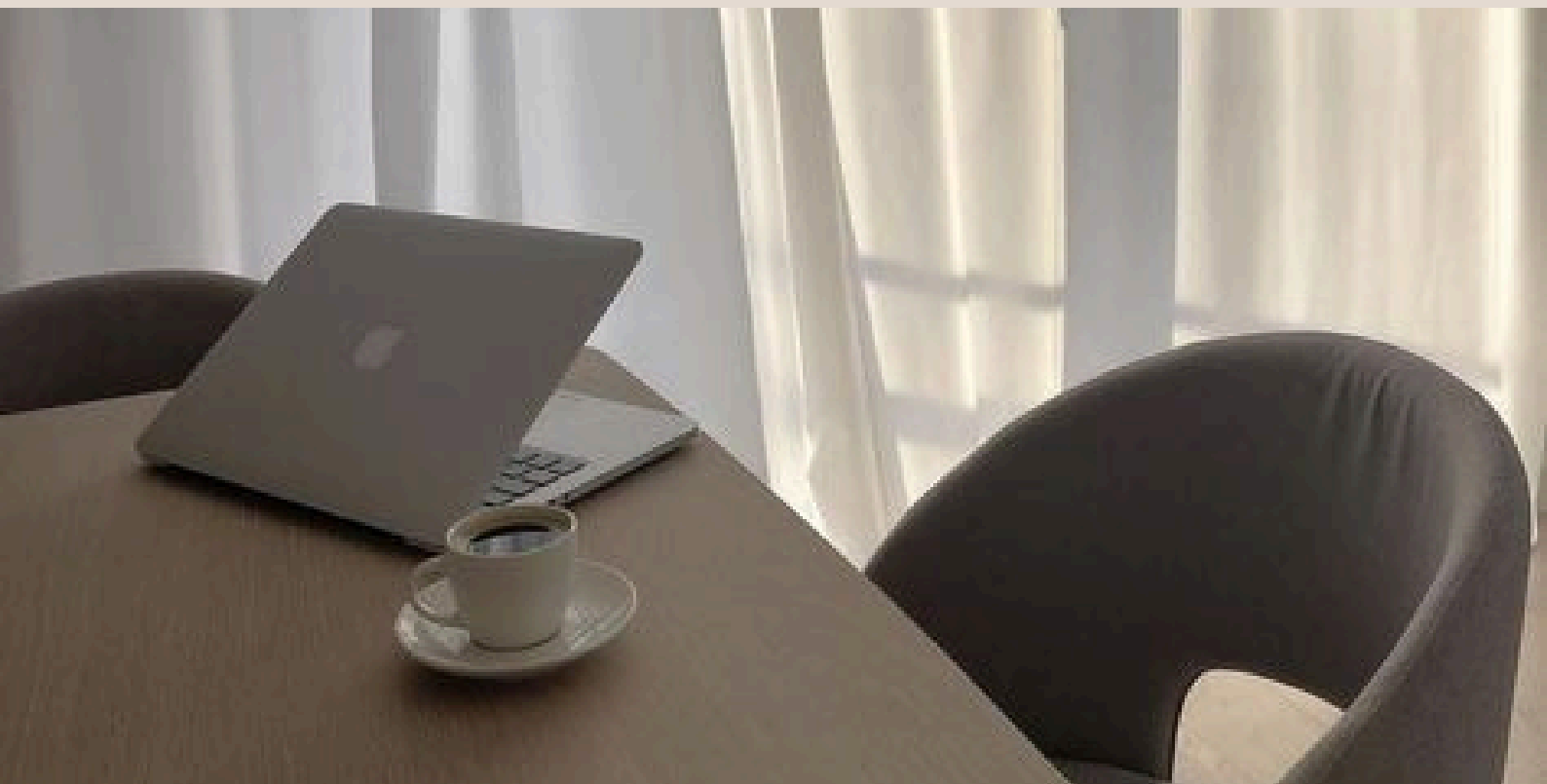
I recommend sticking to REELS (I haven't done a still picture post in a long time!), **and keeping your feed mainly business.** What I mean by that is----don't go putting videos of you and your friends at concerts with no context behind it and without tying it into your offer somehow.

It's best just to keep your personal life to your STORIES!

Think of your Instagram reels as the party, and Instagram stories as your HOUSE! You're inviting people in to get to know you more intimately, so that's where all the personal stuff should go! This will help you build a know, like, and trust factor with your audience as well.

Keep your stories to 6-8 stories per day though, and go for QUALITY. Mention your offer at **LEAST** once a day!

It's also wise to weave business and personal content into both reels and stories by TELLING stories. By posting about WHY you started making your own digital products, you can connect with your audience on a deeper level than if you're just listing off features of your product or benefits your product can provide.



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

Day 6

AUTOMATIONS FOR INSTAGRAM

Many chat is the BEST KEPT SECRET that isn't really a secret at all. Pretty much anyone you see who is posting a call to action asking their audience to comment with a keyword for certain info is using manychat!

To illustrate, you can ask the audience to comment a keyword and my chat bot sends them more info automatically. While I SLEEP! That's why this is so helpful and so huge.

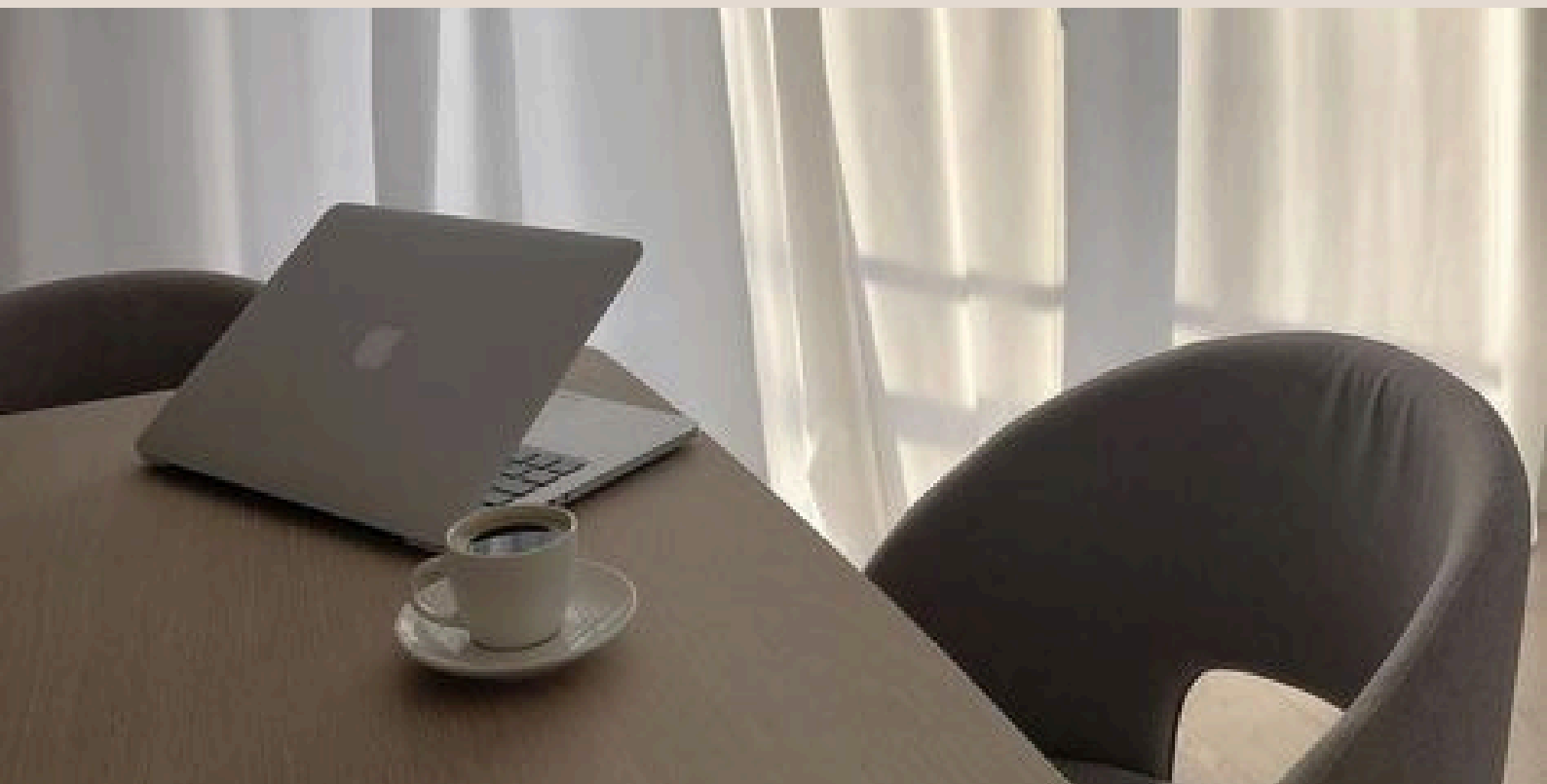
You can use the basic free version, but I will warn you, there are LOTS more features and flexibility with the paid version.

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

NOW WHAT?

Now start documenting your journey of creating your product. Start speaking DIRECTLY to the person who has the problem that your product will solve!

You can also start collecting emails through a question box sticker in your stories! That way you'll have a list of warm leads to launch to when you launch your product.



Day 7

EMAIL MARKETING + LEAD MAGNETS

Isn't email dead?

No way! In fact, email marketing has always been the most tried and true method for converting sales long-term than any other method. Think about it. If someone finds you on Instagram, clicks on your link to purchase, but doesn't purchase....then what? They're gone forever.

That is....

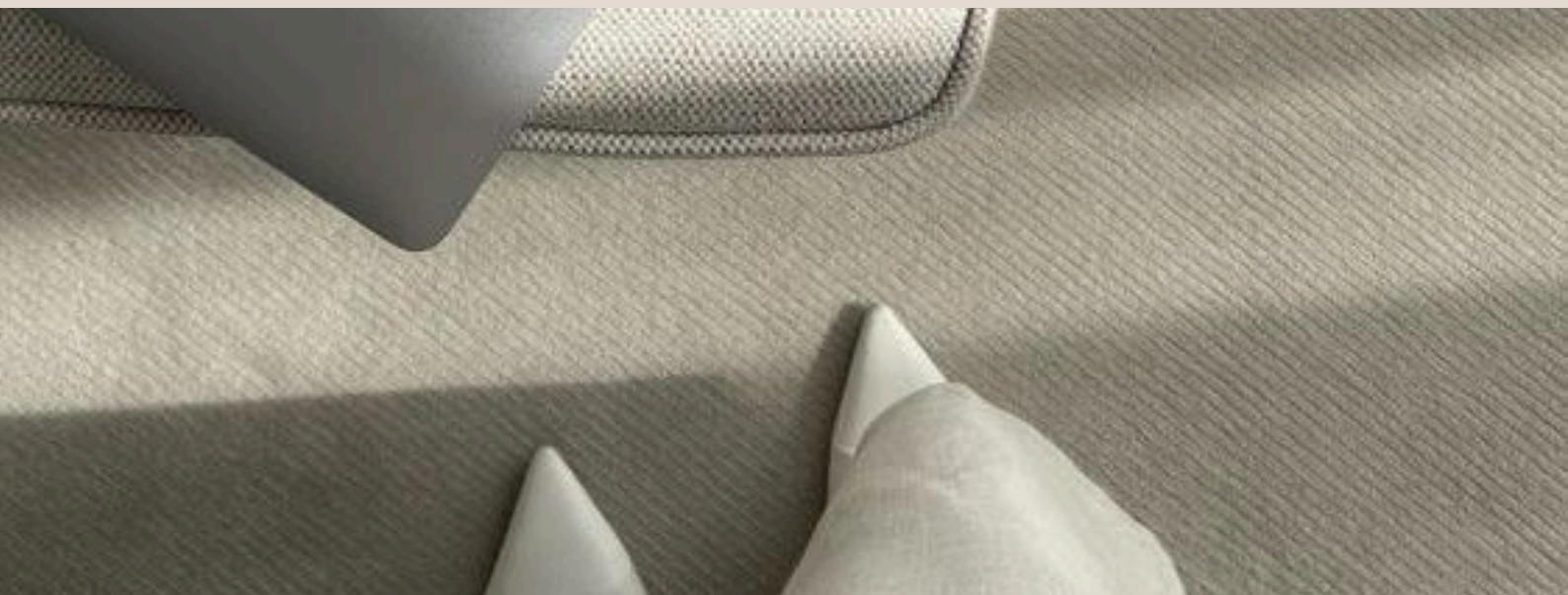
Unless you have an email marketing system!

Think of your Instagram, link in your bio, etc. as the front-end marketing and your email campaign as your back-end marketing. You want to cover both ends!

To keep things simple, I use Systeme.io for my email campaigns too!

Systeme.io is simple, easy to navigate, user-friendly, and customizable. It's one of my favorite tools to use! You can create a pop-up on your Systeme.io site that asks for the name and email address of someone in your target audience (their interested in your products) in exchange for something free.

Here's a **FREE [email drip campaign template](#)** (the same one I used when I got started) that you can copy and paste into Systeme.io. You can use one or some of the digital products from my **[Digital Products Resell Starter Kit](#)** as lead magnets.



Day 7

YOUR LEAD MAGNET

I spoke of a lead magnet earlier, but what the heck is that?

A lead magnet is another thing that is incredibly simple, yet so many people seem to be overcomplicating it.

Have you ever seen someone offer a free guide or resource with info relating to their niche? **Yep, that's their lead magnet.**

It's how they build their email list with people who are interested in the topic they solve a problem for. And with the lead magnet, they can give them free value in exchange for their email address.

You do NOT want your lead magnet to be something that is straight garbage (that will not build trust). You want it to be something that they'd actually pay money for, but that they're getting for free! Something with some real actionable steps or tips or info.

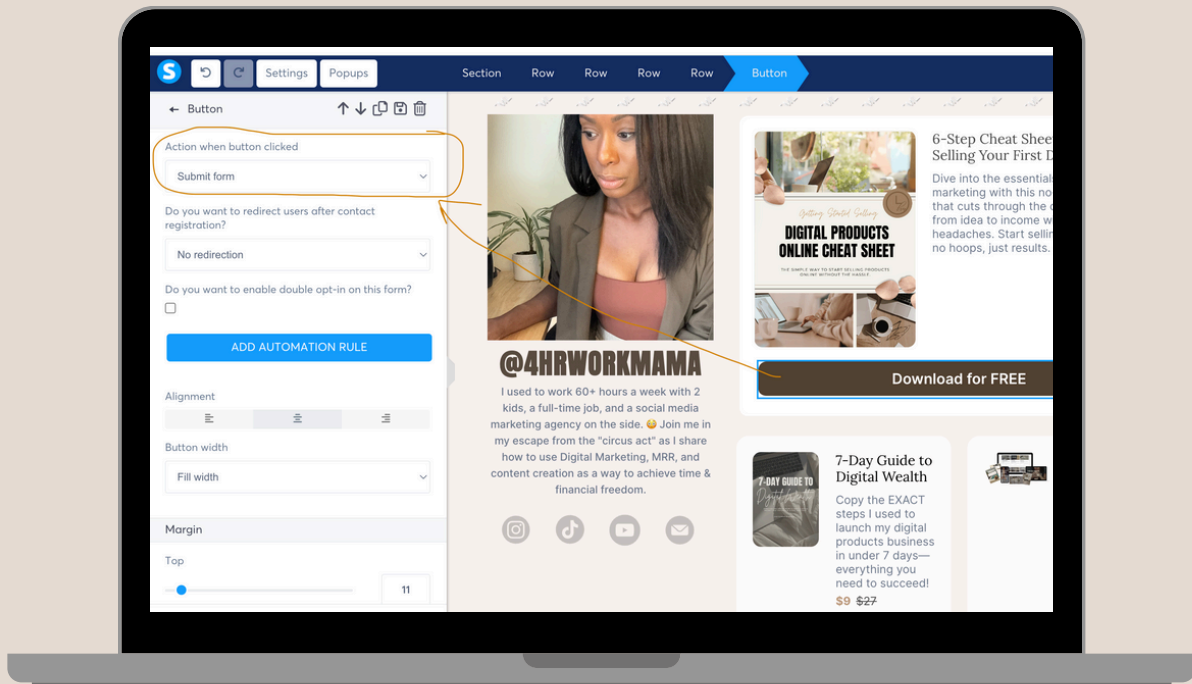
It can be anything from an ebook to a guide to a journal and anything in between. Even just a Google Doc with tips is acceptable or something of value you create yourself in Canva! Just make sure it's something YOU would put your email address in a box for. Again, I offer quite a few Done-For-You digital products that you can use as your Lead Magnet and even resell as your own in the [4-hr Work Mama Digital Products Reseller Kit.](#)



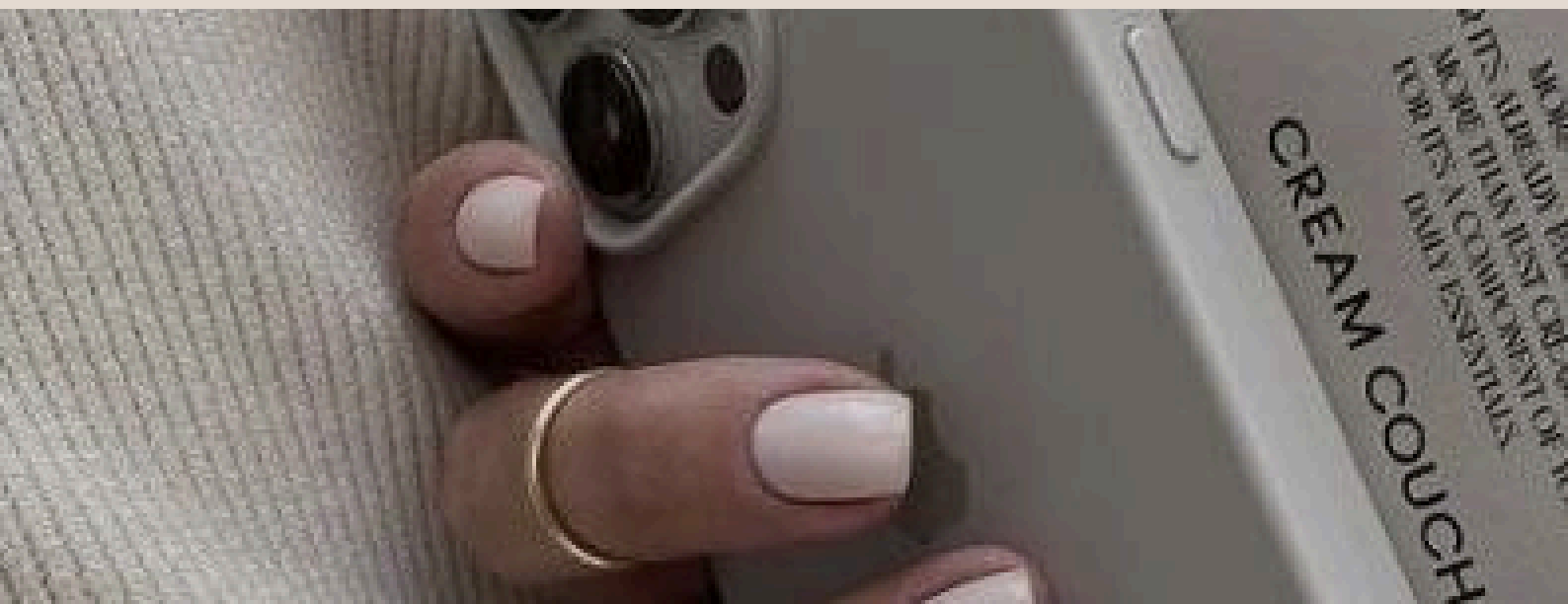
Day 7

YOUR OPT-IN FORM

Your opt-in form is how you'll capture those email addresses in exchange for your valuable lead magnet. You can set yours up beautifully using [Systeme.io](https://systeme.io)!



You'll want to deliver your freebie through your Systeme.io thank you page via a link to the Google Drive .pdf or Canva template link. *If you decide to use Stan Store as your online shop and funnel system, you can easily create opt-in forms there as well. Additionally, any email marketing system such as Mailchimp, Mailerlite, ConvertKit, etc. will give you the option to create Opt-in Forms that can be connected/integrated into your main system.



Day 7

SETTING UP YOUR EMAIL CAMPAIGN

Your email campaign is truly what is going to allow you to automate your sales and allow you to earn while you sleep. To get started selling digital products you don't NEED an email campaign, but it is necessary in the long-run.

So now you need to write a few emails in your sequence to sell your freebie grabber on your product!

Here's a free email series that you can have and tailor to your paid offer!

AND PS! Don't forget to TEST everything before you launch!

Enter your email into your freebie opt-in and make sure you get that first email and that the freebie is delivered to you flawlessly! Test it all and make changes accordingly.

If you decide to use Systeme.io to sell your product and create your Opt-in, you can set up automations within the system to send out emails automatically. Otherwise, you'll use 3rd party email marketing systems such as Mailer Lite, Mailchimp, Constant Contact, etc. to send your emails automatically.



Day 7

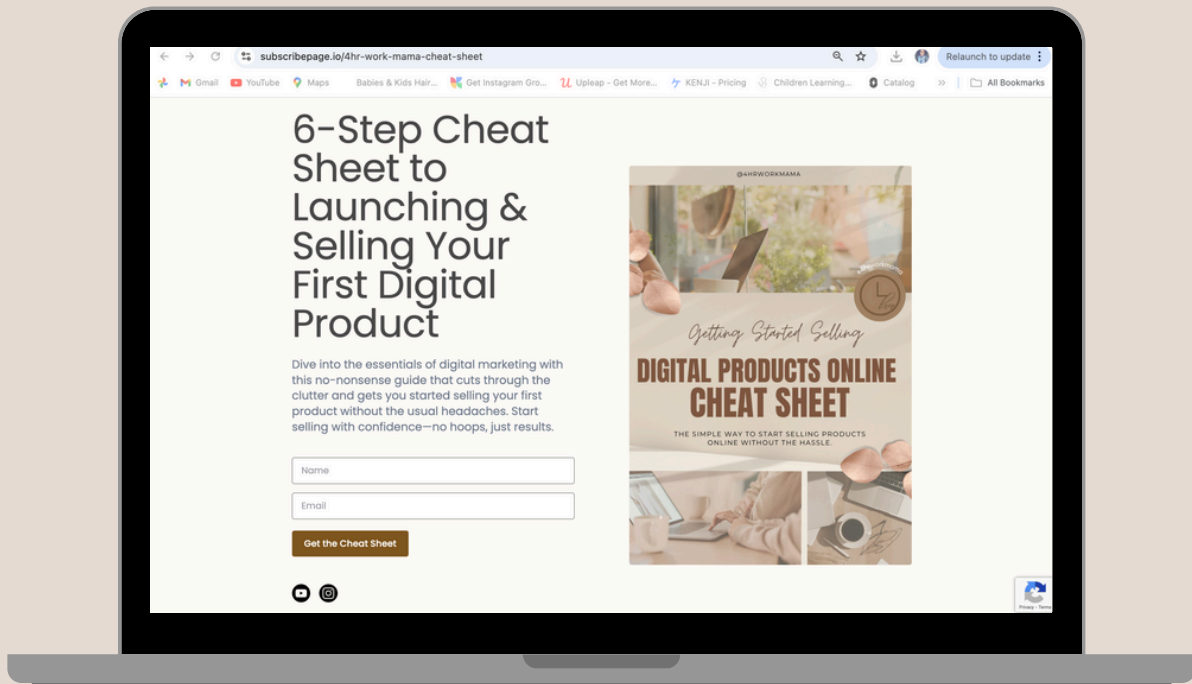
SETTING UP SYSTEME.IO

Your Systeme.io is going to be your ONE STOP SHOP for all things you create! Your freebie, your digital products, and all of your links! (Even things you like) Think of it as a link tree and a shop all in one.

Step 1: [Create your Systeme.io account using this link](#) if you haven't already (it's free!)

Step 2: [Download my One-Click Systeme.io One-Click Template](#) to make sure you get set up the right way! This is a template you can use to put in the Link In Bio on your social pages or use as a landing page to sell other products. *Note: I set up my actual Opt-in Form via MailerLite for free.

Step 3: Customize the "Funnel" with your product and offer. Below is a screenshot of my Opt-In form.



Even if your product isn't quite finished yet, go ahead and start setting up the sales page for it!

This is a great time to go back to the scope out your competition stage and read some sales pages! Get some ideas and apply them to your own!

When it comes to Systeme.io sales pages, the shorter they are, the better they sell.

Don't go crazy with details. Use a video of you explaining it and all of the details if you must!

Day 7

LAUNCH YOUR BUSINESS

HERE WE GOOOOOO!

I am so excited for you to LAUNCH your first digital product, my friend. YOU DID THE HARD WORK, now time to execute the steps! And of course, continue to create content to drive traffic to your freebie and your offer.

So first, make sure you have your Systeme.io link in your bio on Instagram! Get in your stories and SHARE YOUR EXCITEMENT! Energy is sooo contagious! I swear, during my first month of selling my digital product so many people who purchased from me told me it was my ENERGY and EXCITEMENT that sold them first! DO NOT DISCOUNT YOUR ENERGY!

Also, it's ok to be nervous and unsure. But I recommend reframing your mindset. (We'll talk about that in a minute!) This is something EXCITING you're doing for you and your family. This has the potential to CHANGE your life forever and help so many people solve a problem!

HOW TO PROMOTE YOUR PRODUCTS: Post on social media, run ads if you have the budget to do so, share your launch with an existing email list, add links to your store to your IG stories and BOOST your stories!



BONUS: GOAL SETTING & MINDSET

How important is mindset to a business?

It will literally make or break you. I'm a firm believer that what you put out is what you get back. And if you have a shitty mindset, you will act accordingly and that'll be what you're putting out in the world! CHANGE IT! I'm telling you, the best investment you will ever make is in your MIND.

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

Goal setting

Listen, setting goals is VITAL. I know you probably want to skip this step, but don't.

Think of your monthly income goal, and divide by 30. Divide by your product price. That's how many you need to sell per day.

Create your content schedule accordingly. Do you need to post MORE to reach more people? Do it! Do you need to be in your stories more? Do it! Do you need to send out incentive emails once a week? Do it! Whatever it takes. I always say AIM HIGH with your goals vs. low. Don't go for realistic. Be WILDLY UNREALISTIC. That's where the magic happens.



USE YOUR VOICE. SHARE YOUR STORY!

This is so vital! Start creating content and sharing your story now! Talk about why you created your product, what that method of solving the problem has worked for you, paint the picture for them.

It takes over 100 touch points for someone to get familiar with you, and about 7-8 touch points for someone who is already familiar with you to want to buy your product. The good thing about this is every story, comment, reel, etc. they interact with is a touch point! So if you're putting out 2 reels a day, 6 stories a day, and interacting with comments, this can happen quickly. Let the compound effect happen in your favor.

So please keep in mind that even if you sell ZERO on day one, that means nothing. Instead, keep track of your analytics! Is your Instagram reach or engagement growing? Track THOSE things and I promise you'll stay encouraged.

Also, take note of what kind of content does well, and repeat that in DIFFERENT ways. (Please never copy, I am begging you)

And don't forget to ask for testimonials from your buyers! You can do this by emailing them and asking, or if you know specific people who have used your product and have been loud about their results, use those screenshots as testimonials!



Congratulations

Congrats on getting started selling your own digital product!!
And not only that but putting in the work to learn something new! 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!

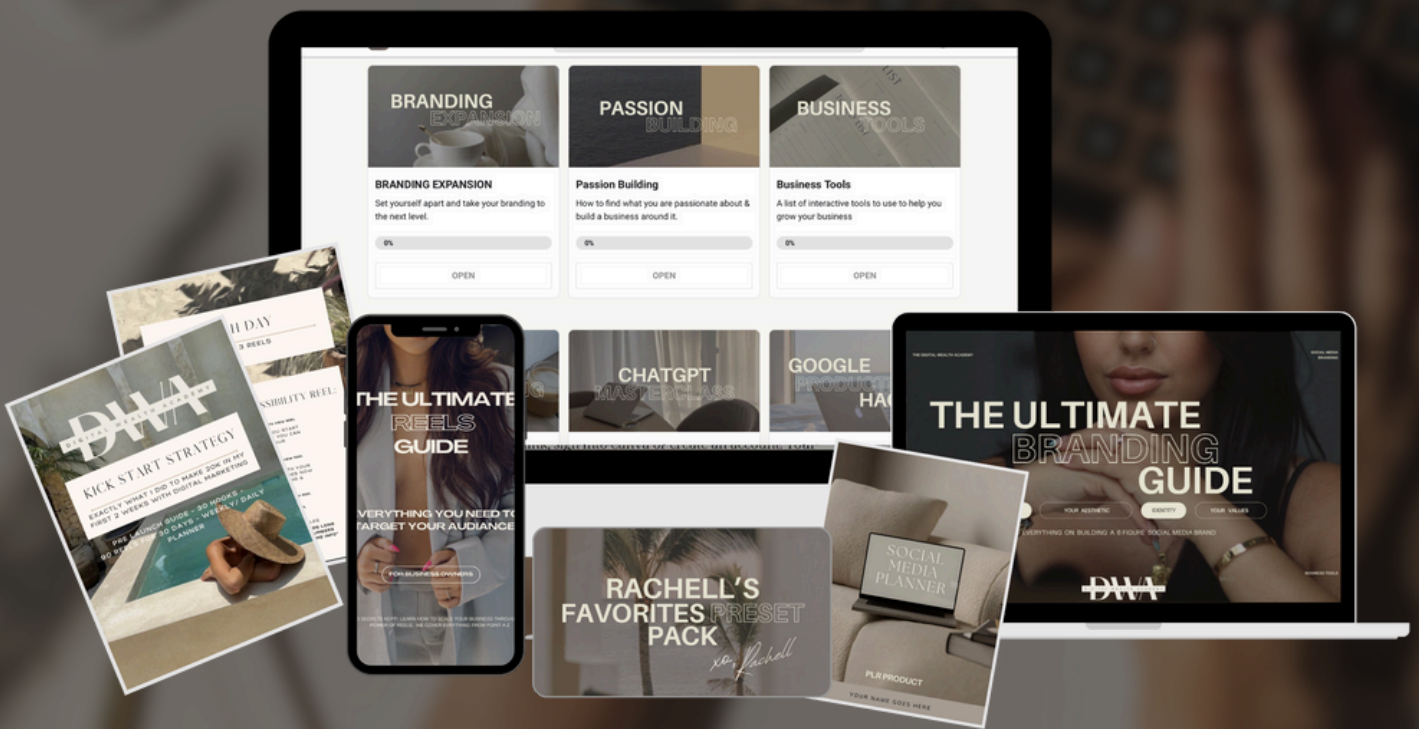
Cheers to passive income for YEARS to come!

xoxo Toni Zargari
(The 4hr Work Mama)



CONNECT WITH ME ON INSTAGRAM
@4HRWORKMAMA

P.S. On the following pages, I share links to the class I took to learn how to sell products online and make my very first \$1,000 in less than 30 days. It's a full community with 35K+ other members and the course has over 80 modules to help educate and train you on your journey. I also included a few testimonials and info about My Reseller Starter Kit.



Learn about the course & community
that taught me everything



WHAT *OUR MEMBERS* ARE SAYING

 **Rebekka Schmid**
3 23h ago in Testimonials

First 4-figure WEEK after 8 weeks in with MOM.MADE! 😭😭

I never doubted the business model but I also never thought it was possible that I would be successful with it SO FAST! It's true; if you implement everything you've learned, it's actually impossible NOT to be successful. But what excites me most is the feeling that every effort and every hour of work that I put into my business is literally paying off straight away. That is so incredibly motivating!! 🙏❤️

 **Aishwarya Hiremath**
6 2d ago (edited) in Testimonials

\$20k with 1500 followers | Faceless

It was only 2 months ago I celebrated first 10k with being Faceless, this day came sooner than I expected 😭😭

My wins? being able to book a holiday for my parents AND myself, at the same time, while being in UK alone as an Immigrant!

Moved to UK as an international student in 2018 and who knew 3rd time loosing my job in 2024 would turn magical. Thank you for launching my business DWA !!

- Already launching my very first Faceless training and looking into more projects 😊 this is beyond my imagination

TIP: High followers looks great but not need for sales...

Not every follower is your buyer


- focus on leads
- nurture your existing leads and
- Concert them into your goal

That's where your energy should be 🙏

 **Yina Fernandez**
4 23d ago in Testimonials

I made my FIRST sale!

I'm not usually one to post or talk here but I wanted to encourage those who have yet to make a sale! After 35 days of working, posting, hoping, wishing, waiting, I made my first sale ever online! To many \$497 may not be a lot but to me it almost one week of my life back not being at a 9-5. I know it's just the beginning and I can't wait to see what else God has in store for me!

 **Bilal Khalid**
3 7d ago (edited) in Testimonials

Update: 6 and half WEEKS' RESULTS = \$1852 SALES + 31 Leads

Hello lovely Peeps 😊 EARNED \$736 IN THIS WEEK 🔥 BREAKING MY PREVIOUS RECORD OF \$706.99 🙏
Thanks to DWA and lovely people for your love n support 😊



[Learn about the course & community that taught me everything](#)