



**YOUR FIRST STEPS  
IN  
DIGITAL PRODUCTS:  
A Beginner's Guide**

**@wo.ai.digitals**

# CONTENTS

1. Introduction
2. Understanding Digital Products
3. Choosing A Profitable Niche
4. Creating Your First Digital Products
5. Setting Up Your Online Store
6. Marketing Your Product
7. Handling Your First Sale
8. Frequently Asked Questions (FAQs)

# 1. Introduction

## *How did I start my journey in Digital Products?*



I'm Wilma, a 27-year-old currently working in Taiwan, supporting my family back in the Philippines. Like many others, I faced the challenge of balancing a demanding job while trying to secure a better future for my loved ones. When I realized that my income from overtime was no longer reliable, I took a leap into the world of digital products.

I started as a complete beginner, uncertain but determined. With time, I learned how digital products work, made my first sale, and discovered a path to earning income without sacrificing my precious rest hours. This eBook is designed to share my journey and guide you through each step, so you, too, can create additional income and work toward the future you dream of.

# 2. Understanding Digital Products

## *What are Digital Products?*

Define digital products as intangible items that can be sold online, like e-books, templates, or printables. Unlike physical goods, digital products are delivered electronically and can be duplicated and sold infinitely without extra production costs.

## *Types of Digital Products*

- E-books and Guides: Easy to create, great for beginners. Topics could range from how-to guides to niche subjects.
- Printables: Worksheets, planners, calendars, or art prints that customers can print themselves.
- Templates: Canva or Photoshop templates, presentation decks, or social media templates.
- Online Courses: Simple video or text courses on skills you know.
- Stock Photography/Art: Sell rights to use your digital creations.

## *Benefits of Digital Products*

- Low startup costs.
- No need to manage inventory.
- High scalability—sell the same product multiple times.

# 3. Choosing a Profitable Niche

## *Selecting A Niche*

Choosing the right niche is key to success with digital products. Focus on an area you're passionate about that also has demand—this will make creating and selling much more rewarding.

## *What Topics Do You Enjoy?*

Are there skills or knowledge you already have that people might pay to learn?

## *Researching What Sells*

- Competitor Research: Look at popular products on platforms like Etsy, Gumroad, or Amazon to see what's trending.
- Keyword Research: Use free tools like Google Trends to see what people are searching for.

## *Finding Inspiration and Validating Ideas*

Browse forums (like Reddit or Quora) and Facebook groups in your niche to see what questions people are asking.

Create a simple product idea, show it to a few friends, or ask in online groups to get feedback.

# 4. Creating Your First Digital Products

## ***Step-by-Step Guide to Simple Products:***

Choose the Type: Start with something simple, like an e-book or a printable planner.

Plan Your Content: Outline the main sections or pages. For example, a planner might include a cover page, a calendar page, and a notes page.

## ***Tools for Beginners***

Canva: Great for e-books, planners, templates, and printables. Easy drag-and-drop design.

Google Drive: For storage of your files and ready for sharing links to customers

Capcut: For video-editing.

Chatgpt: Very helpful in generating captions and new content ideas.

# 5. Setting Up Your Online Store

## *Platform Options:*

Gumroad: Very user-friendly and great for digital products. No upfront cost; small fee on each sale.

Etsy: Good for creative and artsy products; easy to use and has an existing customer base.

Shopify: Better for those who want to fully customize their store (monthly fee).

Raket PH: Ideal for Filipino freelancers and entrepreneurs looking to offer a variety of digital services and products. It has a large local audience and supports easy payment options for both sellers and buyers, allowing you to tap into a growing local customer base. Minimal costs make it accessible for beginners.

Kofi.com: Perfect for creatives and digital makers who want to monetize their work through tips, commissions, or digital downloads. No upfront cost; creators receive full payment from supporters, minus a small transaction fee.

# 5. Setting Up Your Online Store

## ***Setting Up Your Store:***

Create an account on your chosen platform.

Add your product with a clear title, description, and high-quality images.

Set a price that's affordable but values your time and effort (do not price lower than P100.)

## ***Product Descriptions and Pricing***

Describe what your product includes, the benefits, and who it's for.

Keep the description clear and focused on value.

For example: "This planner will help you organize your daily tasks with ease!"

# 6. Marketing Your Product

## *Digital Marketing Basics*

Social Media: Start by promoting on social media platforms where your audience spends time (e.g., Instagram, Facebook, Tiktok).

Content Marketing: Share helpful content related to your product to build trust and engage your audience. For instance, create a post about “5 Benefits of Using a Digital Planner” and link it to your product.

## *Promotional Strategies*

Run a Giveaway: This can help you gain followers and spread the word.

Offer a Discount for First Buyers: This creates a sense of urgency and encourages purchases.

## *Building an Audience*

Share your journey and the reason behind your product to create a connection with potential buyers.

Consider building an email list so you can notify your audience about new products and updates.

# 7. Handling Your First Sale

## *What to Expect*

After your first sale, the platform will likely send you a notification. Celebrate your first win!

## *Customer Service Basics*

Make sure customers receive their downloads and are happy with the product.

Be prepared to handle questions or minor issues, like downloading instructions

## *Collecting and Using Feedback*

Ask for reviews or feedback politely. For example: "I'd love to know what you think of the product! Your feedback helps me improve."

Use the feedback to enhance future products and refine your offerings.

# 8. Frequently Asked Questions (FAQs)

## ***Can I start without any budget?***

Yes, you can! Many tools, like Canva and Google Docs, offer free versions that work perfectly for beginners.

## ***What if someone else is already selling the same type of product?***

Don't worry about competition; it shows there's a demand. Focus on what makes your product unique.

## ***How much time will this take?***

You can start with a few hours a week. With consistency, you'll be able to complete your first product within a few weekends.

## ***What if my product doesn't sell right away?***

This is normal! Keep refining your marketing and stay active. Sometimes it takes a little time to gain traction.

# Take the First Step: You've Got This!

Remember, the journey of a thousand miles begins with a single step. The most important part is to start—no matter how small that first step may be. Whether it's creating your first digital product, setting up your store, or simply jotting down your ideas, every action counts.

Embrace the process, and don't worry about perfection. Building momentum is key to learning and growing. With each step you take, you'll gain confidence and experience, propelling you closer to your goals. So go ahead—take that first step today!

You have the power to create something amazing!