

QUICK START GUIDE TO DIGITAL
PRODUCTS

Start Your Business in 7 Days



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CHAPTER I

Why Digital Products?

Why Should You Create & Sell Digital Products

Digital products are a great way to monetize your knowledge. People search every day for educational content online via Google, Pinterest, Instagram, TikTok, and more, and digital products and digital courses are a resource people often turn to.

Also, ANYONE can create a digital product!

It's easier now than ever to create digital products with websites like Canva. Digital products that do well are anything information-based, calendars, journals, food logs, macro counters, meal prep logs, gardening, how-tos, really anything!

You can search digital products to find inspiration and create your own or NOW you can even purchase digital products that are DONE FOR YOU and allow you to private label them or sell them under Master Resell Rights. This is a new concept in the digital world and it's taking the industry by storm.

CHAPTER 2

Find Your Niche

Let's find your niche!

You may have heard the saying, “the riches are in the niches,” and it’s true! A niche refers to a specialized segment of a larger market. It is a distinct and narrowly defined group of customers who share common characteristics, needs, and preferences. Niche marketing involves targeting and catering to this specific audience, offering products or services that address their unique requirements.



Think of it like this: Find a problem in your niche and solve it! The top 10 niches online are personal finance, wealth building, relationships, health & wellness, travel, food and drink, home improvement, education, parenting, and outdoors. Be sure to pick a niche you genuinely care about and want to help others.

A good tip would be: Could you talk about this topic all day and enjoy it?! You do not have to be an expert, all you have to do is be able to think about the people who’d be interested in that topic and what questions they’d have. Can you answer those with value and passion? If so, you have a niche!

Don’t overthink it. I know successful digital marketers who teach mindset growth, wellness lifestyle, organizing, gardening, and how to manage two kids under two! Trust me, people want to know what you know!



CHAPTER 3

Creating Or Finding Digital Products To Sell



Popular Selling Digital Products

Popular digital products that seem to do well are how-to Ebooks, Charts, Templates, Checklists, Courses, Virtual Coaching, Educational Content, Books, Graphic Designs, and digital courses.



Let's Create!

Create a FREE Canva Account. Type in "ebook templates" in the search bar. You'll see 100s of free templates you can customize. .



Not Ready To Create? Start with MRR or PLR Products

If you want to get your feet wet and share value packed digital products before you create your own, I recommend investing in products that have Master Resell Rights or Private Label rights. My favorite course you can purchase for under \$500 and resell are "THE ROADMAP" which teaches you how to automate your business and create sales funnels.

CHAPTER 4

Setting Up Your Stan Store

You've finished or found your products, now we need a place to sell it.

For beginners, I recommend uploading all your digital products to a Stan Store.

How do you set it up?

Go to www.stanstore.com and start your 14 day free trial.

Once you have your Stan Store live, upload your digital products.

You can create listings for digital products and upload them as PDFs, or links. If you're creating digital products to sell as PLR (private label products), you'll want to upload the "template" link in Canva so your customers can customize. You can add descriptions, photos, and more.

Stan Store will log all your sales and collect email addresses. You can use those as a way to send email marketing and further promote any other digital products. After your 14-day free trial, Stan Store is \$29 a month. If you want to incorporate email marketing, it goes up from there. I recommend staying with the \$29 a month and using other email marketing services like [Aweber](https://aweber.com) or Mail Chimp which is less expensive.



CHAPTER IV

Set Up Socials

Setting Up Your Social Media

With Digital Products your main tool to grow your business will be social media because it reaches the masses and it's FREE!

- Set up an Instagram, Facebook page, TikTok and Pinterest accounts.
- DO NOT use your original accounts, you want to start new accounts where you will ONLY talk about your business and your offers.
- Also, new accounts have a "honeymoon" period where the algorithm will push out your content more.
- Create user names that are the same as your business name to stay brand-consistent.
- Only engage with people in your same niche or target audience, again, this lets the algorithm know who to show your content to. Your old social platforms are not going to do this which is why you need new ones.

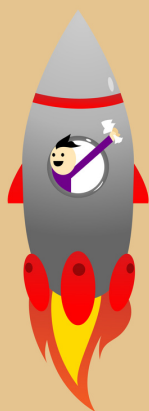


CHAPTER 6

Let's Launch!

It's time! Your hard work paid off. You have a business ready to go, what now?

- A week before launch – START TALKING on socials. Every day give a sneak peek at what your product provides. What problem does it solve?
- State your audience in your videos, "This product is for moms who want to make a passive income while staying home with their babies." Be very specific about whom you are talking to.
- Create a sense of urgency.
- State a special "launch price"
- Use a timer GIF on socials to do a countdown.
- On the day of launch, put your link to your sales funnel domain or your stan store (whatever one you decided on) in your bio and let your audience know it's available.
- Celebrate each sale. You build a business one customer at a time.
- Bring your audience on the journey.
- Share any testimonials! Add them to your funnel or stan store for others to read.
- Keep promoting.
- Remember this is where consistency plays a huge part.
- If you need a mentor or advice on your launch you can hire an expert on UpWork or Fivver to assist and they are usually really affordable.
- You can offer a freebie WITH your offer as an incentive.
- Share why YOUR information is valuable, why YOU created this product to help others be successful in this space too.
- Continue to provide value in your content to build that trust.



FINAL

A Few Important Notes

Refund Policy: Due to the nature of digital products and the immediate access granted upon purchase, all sales are final and non-refundable. We are unable to process refunds or exchanges for our digital products. Thank you for your understanding.

This product is available for resell under the MRR – Master Resell Rights & Unrestricted Private Label Rights licensing agreement. You can rebrand, resell, and pass on resell rights to your customers.