

Girl Goes Digital

A Quick Starter Guide to Selling and Creating Digital Products

Contents

1. A New Era - Digital Marketing

2. Pros and Cons

3. How to Create my Digital Products?

4. Types of Digital Marketing Products

5. Where Can I Sell?

6-7. Tips

8. Ideas for Digital Products

9. Fashion

10. Faith

11. Travel

12. Creative Writing + Art

13. Health and Fitness

14. Food

15. Educational

16. Special Occasions

17. Printable Checklist

A new Era Digital Marketing

You've taken the leap! You want to see what that digital marketing thing is all about. Well you've come to the right place. Honestly it wasn't something I thought about doing, it was something that God brought to my attention. As a mum of 3 I was looking for a way to make money from home but didn't even know where to begin. I had a friend who started selling online courses she told me about it but I wasn't really interested. However, God kept on calling me to start this online business so I purchased the course out of obedience. Gods ways are not our ways so regardless of what other people think I choose to trust his plan.

Eventually over the short period of a few months I saw my friend go from a normal household income to making hundreds of thousands of dollars selling digital courses online. Now I'm on my journey to walking in abundance and this is everything I've learnt so far! Everyday I'm learning more and more about digital products and how to market them. This ebook is a quick peek into the digital marketing world. I hope this blesses you and is the starting block to unlock the freedom you've been praying and asking God for.

Yours truly,

Anastasia

Pros & Cons of Selling Digital Products

Pros	Cons
Generate passive income and work from home.	Its easy for people to steal your designs.
Become your own boss.	Competing against a lot of people.
Easy to make designs.	People will copy your ideas and make similar products to you.
Can make a product in under an hour.	Takes time to build your brand.
Can do everything from your phone.	
Can upload multiple listing's a day.	
Free to advertise on social media.	
Fun for creative people.	
Can create a faceless brand.	

How to Create my Digital Products?

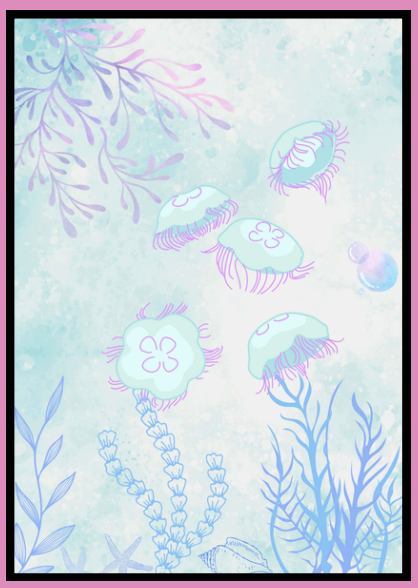
There are so many different kinds of digital products.From something as simple as a shopping list to a digital travel journal there are endless opportunities to what you can turn into a digital product.

To start creating your digital products you will need to download Canva or a similar app. Canva is really straightforward you can choose the size of your products and even use their templates to help you to edit and turn it into your own designs. Canva allows its users to make sellable designs as long as they are not too similar to their unique designs. You find more information about what is permissible to sell on their website. Get creative and have fun with it. There are plenty of tutorials online that can help you with your designs.

Before you start creating your own designs it's important to choose a niche for potential customers.

In this guide I've included 8 different niches with digital product ideas that go with them to help you figure out what kind of digital products you'd like to start creating for your business.

Types of Digital Marketing Products



Digital Products

Digital products are pieces of media that can be sold online for example an ebook, meal planner, art prints etc.



Print On Demand Products

POD products are digital products/designs that are uploaded to a website for example printify and are made into a physical product once an order is placed. Eg. A digital art piece that can be put on a shirt then sold on a POD business online.

Digital Resell Courses

A digital resell course is an online course that teaches you how to sell digital products online and potentially make money from them.

Some courses include products you're allowed to resell. Others teach you how to create your own products. Check the licence, because not every course gives you resale rights.

Where Can I Sell?

Digital Products

- Etsy
- Squarespace
- Shopify
- Gumroad
- Sellfy
- Thinkific
- Envato
- Easy Digital Downloads

POD Products (Print on Demand)

- Redbubble
- Printify
- Printful
- Gelato
- Lulu Press
- Gooten
- Apliiq

Take it a step further and build your own website and begin selling your products from your own store! This is a great way to avoid a listing fee on other websites and personalise your products.

Tips Continued...

- Sell products in bundles. You're more likely to make sales.
- Lookup which products are trending. And create those digital products. There are plenty of websites to help you do this.
- Utilise YouTube and social media extend your brand. Social media and free ad websites are great for marketing your products.
- Don't be afraid to invest in a resell product/advertising.
- Post reels to get more traffic on your social media.
- Know your worth. Some minimialist products are great to sell for a few dollars but the ones you really take the time to make, don't settle for less. Set them at a fair price and your focus on your marketing it's important to have some high ticket sale items especially if you want to turn this into your main source of income.
- Understand your target demographic by doing a bit of research. This will help you to create your brand.
- Make sure your products are mobile friendly.
- Make sure you add lots of pictures on your Etsy listing's and even a small video. This is what's going to draw in your customers before they even read your product info.
- Set yourself goals to keep yourself motivated!

Tips

- Once you've started a successful digital store it's a good idea to open another digital store just in case your shop is blocked for any reason. That way you are still generating passive income.

- Go at your own pace and have fun with it. Pick a niche that you like for example Health and Fitness. Get creative and figure out what you'd like your online store to look like, once you have decided on colours and themes its time to create a digital product. Focus on 1 or 2 digital products that you can make really well that aren't too time consuming. Create these in Canva or somewhere else.

- Once you've figured out what you're going to sell personalise your profile so it looks nice for potential customers.Then add your listing's to Etsy, Redbubble etc.

- Figure out if your digital product would be good to sell as a print on demand product. For example, you create really awesome art prints on Etsy that could also be sold as actual products if they were uploaded to Redbubble or printify.

- Don't get lost in too many ideas. Start one store and do it well.

- Invest in a good digital resell course. These courses give you lots of information about reselling courses, starting an online business or creating digital products etc. Plus they can be used as a stream of income, because of the resell rights they can be sold as many times as you want!

- The digital resell course I decided to invest in is the Launchpad Program. Since purchasing I've learnt how to create my own online business, how to market products, make free ads, gained access to digital product ideas and even learnt how to navigate Systeme.io.

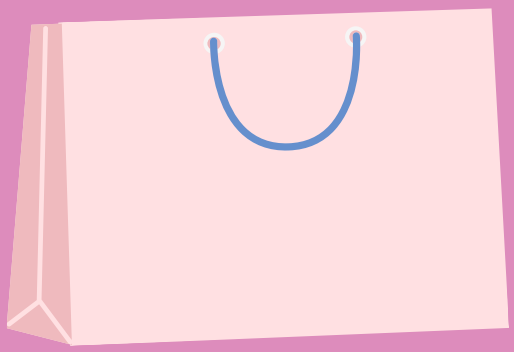
You can purchase it as a resell course here:
wwww.anastasiahopedailypay.com.au

Ideas For Digital Products

8 Niches with digital product ideas for your business!

Fashion

- Outfit Planner
- Travel Outfit Planner







- Customised fashion illustrations
- Fashion junk journal
- Fashion and beauty tips ebook

Faith

- Digital bible journal
- Bible study ebook



- Scriptural flash cards
- Kids bible worksheets
- Bible themed colouring in pages





- Faith based printable art

Travel



- Digital travel journal
- Travel outfit planner
- Printable travel cards





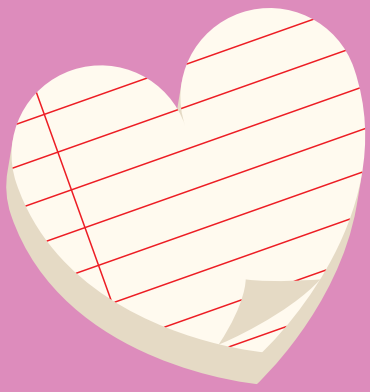
- Tour guide ebook
- Round the world art prints
- Air Bnb/hotel welcome signs or templates

Creative Writing + Art

- Editable personal letters
- Digital journal or diary
- Self Care books
- Scrapbook
- Art journal



- Digital art prints
- Logos
- Digital portraits
- Influence kits

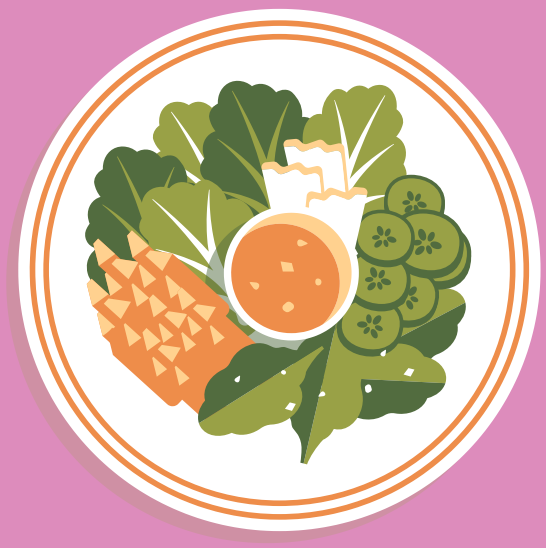


- Book covers
- Wallpapers
- Digital papers
- Short stories/poems for ebooks



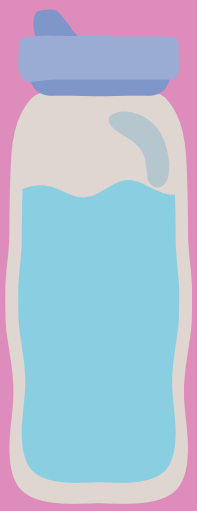
Fitness and Health

- Fitness/health ebook
- Motivational flash cards
- Goal tracker



- Digital Workout Planner
- Digital Meal Planner
- Digital Fitness Diary
- Kids healthy eating guide
- Kids healthy eating colouring in pages/educational worksheets





Food

- Editable Menus
- Wedding Menus
- Digital Cookbook template





- Digital Meal Planner
- Cookbook sold as a PDF ebook
- Printable recipe cards



Educational



- Dot to dot worksheet
- Mazes/quizes
- Printable flash cards
- Financial trackers



- Colouring in pages.
- Educational worksheets/posters
- Digital resell course



Special Occasions



- Wedding Invitations
- Wedding planner
- Printable Wedding signs
- Honeymoon planner

- Baby Shower Invitations
- Pregnancy journal
- Printable Baby Shower games





- Birthday Invitations
- Printable birthday games
- Yearbook template

Business Name:

- [ ] Picked a niche
- [ ] Business theme/colours
- [ ] Download Canva
- [ ] Create digital products
- [ ] Open my store
- [ ] Set a price for my products
- [ ] Start selling my digital products
- [ ] Make my first sale!

My Digital Products



Launchpad Program (Resell Course)

www.anastasiahopedailypay.com.au

My Printables Website

www.anastasiasdigitalboutique.com



