

The Ultimate

# DIGITAL PRODUCT BUSINESS

Crack the Code to  
Online Prosperity



MAKING IT REMOTELY

---

# A BUSINESS YOU CAN START FOR FREE

---



## **Introduction**

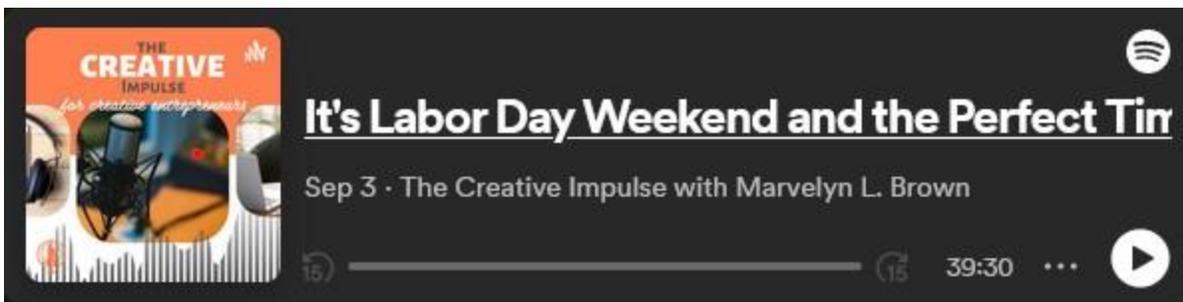
Until the Internet changed commerce for the better, a product was always a physical object or item — something to distinguish it from a service. It was something you could pick up, see, smell, hear, or even taste.

---

## Listen on the Go

This podcast episode walks you through the benefits of getting started with digital products and provides additional insights. Clicking on the image takes you to Spotify where you can listen. You can also listen wherever you get your podcasts. You can also catch [recent episodes](#) on our blog.

Everything was done over Labor Day weekend. So it's only fitting to talk, as we celebrate Labor Day, about the world of work and how we are spending our time and energy. It's important to make our time, energy and "labor" count. Listen for additional insights on starting a digital product business.



**Affiliate Disclosure:** This page may contain affiliate links. If you use these links, I will receive a small commission. However, using these links will have no effect on you or your purchase in any way. For more information refer to our [disclaimer](#).

---

## Table of Contents

Introduction.....	2
Listen on the Go.....	3
What is a Digital Product?.....	5
Why This Business Model is Attractive... the Benefits.....	5
How to Start a Digital Product Business for Free.....	9
Build Your Own Shop on WordPress.....	11
Set up a Highly Profitable Membership Site.....	12
Adding Value to Gain Repeat Business.....	13
Identifying Your Ideal Customers.....	14
How to Drum Up Business.....	14
Solve More Problems, Earn More Money.....	15
Use Digital Products to Generate Leads.....	16
No Audience Means No Business.....	17
Use Digital Products to Attract Potential Customers.....	18
Resources That Cost Money.....	19
Teach and Promote with Courses, Quizzes and Webinars.....	20
Learn to Create, Sell, Package and Distribute Digital Products.....	21
Resources You Can Use to Generate Leads and Sales.....	21
Wrapping It Up.....	22

---

## What is a Digital Product?

A digital product is any product you sell online that doesn't have a physical form or substance. Selling digital products has become more popular in recent years as a business model.

What distinguishes digital products from physical products includes the fact that you can't hold a website template in your hand, smell an e-book, or taste a software program.

Digital products are intangible items delivered electronically, downloaded and used digitally. [Selling digital products](#) has several unique benefits for business owners that we'll cover in this article.

## Why This Business Model is Attractive... the Benefits

1. **It allows you to use creative skills you already have.** If you have creative skills – in writing, design, music, video, computers, coding, education, or any other field – you can make digital products. There is nothing stopping you!
2. **There's a low barrier to entry.** You just need a device, internet connection and an application you can use to [create high quality products](#), a Stripe or PayPal account, and a marketplace or website on which to sell your products.
3. **This model can lead to personal freedom and an enhanced lifestyle.** This product type opens up a lot of options. First, you

---

can create products that support your [hobbies, skills and interests](#), which means building a business you enjoy. You can live anywhere and run your business virtually.

4. **They can be sold in an eCommerce shop, allowing customers to become affiliates or brand advocates.** These products can be sold in your own store or use a variety of other platforms that make it easy for customers to make a purchase. As an option, you can also expand your earning potential by starting an affiliate program that allows customers to help you spread the word with [affiliate partnerships](#).
5. **Helps you support others.** You can help others with your digital products and help your community through job opportunities as your business grows. You can employ a number of people that join your team on a full time or ad hoc basis, to perform graphic design, customer support and web services.
6. **They are delivered via the internet.** Digital products are delivered via the internet, which means you can create them once, and sell them as a digital download once payment has been confirmed. You can [earn passively](#), without having to be physically present.

---

One of the biggest benefits is that you don't have to worry about having a way to get your products into the hands of your customers... or the associated shipping costs.

7. **Lower overhead.** The costs associated with creating digital products are costs you are more than likely already paying for.

At a minimum, you will need an internet connection, a computer (desktop or laptop), a way to create your products, a payment processor and a place to sell your products.

For example, if you're already running an online business, you're probably using Canva, a popular design tool to create images.

If you're already on Etsy, you can list your digital product for a price you choose minus a \$.20 listing fee and payment processing fee once your items sell. If you're not on Etsy, you can [use our link](#) to open a free account and get 40 free listings to get started.

There will be additional fees from your payment processor once the product sells but at least initially you can get started for free. The fees you pay will vary from company to company and they are based on the selling price of your products.

There are also free and low cost platforms you can use to sell your digital products (listed below), including your own website or landing page.

- 
8. **You can make digital products that are evergreen.** Evergreen products are products that sell well throughout the year. They don't rely on seasonal changes or fads and are always in demand.  
  
This means that once they are created, they can be listed, earning you money forever. They can be used to fill gaps in your product catalog.
  9. **You never run out of inventory.** These products can be uploaded to your favorite platform and delivered online, so they are never out of stock. They are truly a "set it and forget it" product type that can earn [passive income](#) again and again.
  10. **The business model can be duplicated.** Digital products can be adjusted and duplicated to apply to most popular niches and industries, allowing business owners to generate income from a number of passive income sources at once.
  11. **You're in control.** You control every aspect of your digital product business, including pricing, availability and quality. If you want to have a BOGO, Friday flash sale, make product improvements, create product bundles, make them available only during certain times of the year... guess what, you can!

---

## How to Start a Digital Product Business for Free

- **Choose Your Target Audience and Niche.** If you're selling products and services, you might be under the impression that the entire universe is a great fit for your business. If so, you're in the right place. Read the article [Who Are Your Ideal Customers and Why You Need to Know ASAP.](#)
- **Start Collecting Product Ideas.** Read the article, [Ten Digital Products You Can Make for Free and Sell on a Platform of Your Choosing.](#) You can also use a free tool like [ChatGPT](#) to come up with ideas.
- **Create Digital Products Using a Free Platform.** [Canva](#) has a free plan that includes free images, text, videos, and clip art. Use their "done for you" templates as a starting point to make products.

Here is a [YouTube playlist](#) of over 30 videos (some are mine and some belong to other creators) with step by step videos that show you how to use Canva to create a variety of digital products in your spare time.

Once your products are created, you can use a tool like [Placeit](#) to create mockups. Placeit has a free account and a paid account option you can use to make a variety of different mockups.

---

Mockups will help your customers see how your products will look when they purchase them and give them ideas of how to use them. Learn more about how to use mockups in the [video playlist](#).

- **Sell Your Products Using Social Media, Your Email List, Website, Blog and Free Platforms.** Set up a free account on the platforms below and sell digital products.

Here are ten free platforms you can use to sell digital products. Be sure to review the terms and conditions of each platform to ensure they align with your business goals and the type of digital products you are selling.

1. [Gumroad](#): Gumroad is a user-friendly platform that allows you to sell digital products directly to your audience.
2. [Sellfy](#): Sellfy is designed for creators to sell digital products, including ebooks, music, videos, and more.
3. [Payhip](#): Payhip is a straightforward platform for selling digital goods, with features like discount codes and analytics.
4. [itch.io](#): Originally designed for indie game developers, itch.io has expanded to support digital products in various categories.
5. [Etsy](#): While known for handmade and vintage items, Etsy also allows the sale of digital products, making it a versatile platform.

- 
6. **[Google Play](#)**: If your digital products include apps or media, Google Play can be a great platform for reaching a broad audience.
  7. **[Gumtree](#)**: Gumtree allows you to sell digital products locally, making it a good choice if you want to target specific regions.
  8. **[PayLoadz](#)**: PayLoadz facilitates the sale of digital goods, including software, eBooks, music, and more.
  9. **[E-Junkie](#)**: E-Junkie is a simple platform for selling digital products and offers features like instant download delivery.
  10. **[Facebook shop](#)**: Facebook now allows entrepreneurs to sell digital products on your Facebook page and in their marketplace.

## **Build Your Own Shop on WordPress**

It's also very feasible to build a WordPress site (WordPress is free) and add an eCommerce plugin called WooCommerce (also free) that would enable you to sell your products in a shop that you own and control.

The only thing you would pay for would be for your domain, web hosting, plugins and themes. Learn more in our free tutorial that shows you how to build a self hosted [Wordpress blog and eCommerce shop](#).

---

## Set up a Highly Profitable Membership Site

Turn your digital product shop into a highly profitable membership site that pays you residual, job crushing income each month. Using a [Thrive Suite](#), you can set up a membership site, offering courses, digital products and other exclusive member benefits for a recurring fee that you set. To learn more about [setting up a membership site](#), visit Thrive Suite.

- **Measure and Track.** Use and track your sales and progress with tools like [Google Analytics](#). You can incorporate Google analytics into your Koji account. Use data to know what's working and what's not.
- **Making Sure Your Business Is Legal.** It's important to work with an attorney or a company like [IncFile](#) that will help you set up your business structure so that your business is legal. It's important to protect your personal assets and keep anyone who might sue you from getting to things like your home, bank account or other personal assets.

This varies by state, so it's important to work with a company that is knowledgeable about those local and state requirements. If you need a [virtual address or mailbox](#), IncFile can help you with that as well.

---

## Adding Value to Gain Repeat Business

Your digital products (while being easier to make and giving your business the benefits outlined above), should offer incredible value if you want your customers to return.

It's important that you take a moment to learn as much as possible about your audience, and perform [market research](#). Because when you don't know who you're selling to, you may have a hard time actually selling products in your shop.

Without knowing who you're selling to, you won't know "what" to say, "when or where" to promote, or "how" (the best methods) to reach your ideal customers.

When we talk about adding value, a lot of people are puzzled. What does that mean?

Value is subjective, meaning that what's valuable to me, may be garbage to someone else. But if you know your target audience, you'll have a much better idea of what is valuable to them. And in turn, you'll know the kinds of products they will want to buy. You'll be able to better address their needs.

It's important to avoid the inclination to quickly throw together "half baked" products to get them online as quickly as possible. If your goal is to make "fast money", and you don't pay attention to your audience, or the quality of what you're producing, you'll increase the chances that

---

you will burn out. If you sell subpar products, your business will likely suffer and even fail over time.

## Identifying Your Ideal Customers

To add value and grow your business, you will still need to know who you're selling to, and address their challenges, pain points and needs.

In addition to selling, the focus should also be on serving and educating potential customers, giving them information they wouldn't otherwise have access to, and building the know, like and trust factor.

## How to Drum Up Business

For people who don't know your brand, you can educate your [ideal customers](#) with informative content (blog posts, guides and eBooks).

Google Docs is a great free tool you can use to put together a guide or eBook that you can sell or give away for free.

Guides, videos and blog posts can be packaged and offered for free, in exchange for a potential customer's email address. This method is similar to providing a free sample that lets potential customers know whether your business is a good fit for them.

You can also package the combination of guides, videos and blog posts (all of these are digital products) and sell them as a mini course. There is lots of flexibility with digital products because they are **YOUR** products. You control the quality, price, distribution and availability.

---

People are also looking for convenience in this hectic world of ours. Convenience is a great use case for digital products. So while your potential customers may know about certain topics, they may not have the time or energy to create solutions on their own. If you're good at providing your target audience with quality, time saving tools and resources, they will reward you with more leads, sales and testimonials.

Don't underestimate the power of providing help with what you might consider a mundane task. Something like a simple template, calculator or a shortcut that can be a life saver for a busy mom or a stressed out, unorganized business owner. The goal is to help your audience improve something or reach a goal faster.

Additionally, business owners may need add ons, that they can add on to physical products, services, etc to enhance the value of the products.

## **Solve More Problems, Earn More Money**

If you're good at solving problems and cutting through red tape, you'll gain repeat customers and great testimonials that can help build your business.

People are interested in learning how to do things that can move their lives ahead, so if your digital product gives them knowledge that helps them do things like save money, [get organized](#), etc., you will find people who will buy them.

---

If you can teach something that digs deeper into a subject and provides more information than similar products, and that can help you stand out from the crowd.

To become the "go-to" person in your niche, you should offer a higher perceived value for whatever you're offering than your potential customers can get by doing a simple Google search.

## **Use Digital Products to Generate Leads**

Digital products have another very important use. In addition to selling them in your shop, you can use the digital products to get your ideal customers to sign up for your email list.

In other words, your [lead magnet](#) can be used to motivate people who visit your platform to become part of your audience.

Having an audience or a following is crucial to the success of your business. To illustrate how essential audience building is to your business, think about a packed room or auditorium that is full of people who are there to see you speak on a subject that matches your niche and product line.

You are there to help the people in the room solve a problem that is nagging at them and holding them back from reaching their goals. You know that your product is the best solution and you hope you can convey that during your talk.

---

You have thoroughly researched this topic and you're sure you have a solution that will help potential customers get results.

You give your talk, and 70% of the people who were in attendance order your products. **That is a total win...** you helped your audience, by giving them a solution to their problem and they immediately, enthusiastically placed orders that in turn helped you.

Now let's take a look at another similar scenario.

You show up to give the same talk to people who are interested in your topic, and you're ready to go on stage. However, when you look out into the audience, there are about five people sitting in the audience.

How many products do you think you'll be able to sell with five people who are able to hear your message? Maybe one, or two. But to be honest, you'll be lucky if one person buys from you.

You'll probably make nada, zip, zero... Even if all the attendees buy, it won't justify your expenses for traveling to the facility to speak, and your time.

## **No Audience Means No Business**

This is the thing... Without an audience of people you can talk to about your products and services, **you don't have a business.** And that's how important it is to generate leads by building your list. So list building should be at the **TOP** of your priority list, if you want to have a thriving online business.

---

Learn how to [generate leads](#) and increase your sales on auto-pilot, by taking our free lead generation workshop that shows you how to build an audience of loyal, engaged customers who can't wait to buy what you have to offer.

In the workshop you'll create a lead magnet, landing page, follow up system and a scarcity offer with video training and a free downloadable checklist that shows you each step in the process.

## Use Digital Products to Attract Potential Customers

Before you can generate leads, you have to attract your ideal customers to your platform. And that job belongs to social media. If your budget allows, you might also want to invest in paid ads.



A word of caution here. If you don't know what you're doing with paid ads, you can waste a lot of money. However, when done well, they can help you build an audience quickly. I would recommend doing research, maybe investing in books or training before launching your paid ads strategy.

You can also use digital products with a tool like Canva, to attract visitors to your business using social media. To attract people to your business, post content that speaks directly to your target

---

audience, making them aware of your business and inviting them to learn more.

You can create images and short videos like the one shown here. You want to create marketing pieces that speak directly to the people you're interested in working with, to get them to click the image and visit your platform. Once they are on your platform, you'll need content that will allow them to engage (become a lead) with your business.

The images and videos you create can be used to generate more views on your video channel, downloads on your podcast, and sales in your shop, just from consistently posting on social media.

This is a free, commonly overlooked method for generating traffic, leads and sales.

To learn more about social media and how you can use it to grow your business, check out our article called, [Social Media Optimization Tips For Lead Generation](#).

## **Resources That Cost Money**

At some point, you will have to invest in your business to obtain tools, equipment and resources that will help you grow. And as a business owner it's important to invest in yourself so that you can be the leader that is properly equipped to move a growing, thriving online business into the future.

---

Here are some affordable resources that you will need to hone your sales and marketing skills.

If you can invest in training and tools from the beginning, it will save you time and help you avoid the pitfalls that new business owners face when they try to figure things out on their own.

If not, the previous sections will get you started and once you start earning money, you can invest to improve and get better at selling and marketing your products.

## **Teach and Promote with Courses, Quizzes and Webinars**

Once your digital product shop is established, bring in additional revenue with courses, quizzes and online webinars. These evergreen methods are great for audience engagement and lead generation. You'll need a platform that allows you to perform all those functions.

The tool we use to host our courses, quizzes, webinars, tutorials and guides is called [Thrive Suite](#). We also used this tool to build our WordPress blog, generate leads and obtain testimonials. There are other themes and tools that perform some or all of these functions as well like [Elementor](#) and [Astra](#).



## Learn to Create, Sell, Package and Distribute Digital Products

Arm yourself with knowledge to have the best chance of reaching your income goals. Start a profitable home business that helps you earn [passive income](#) and consider taking our course on digital products.

Our course is called the [Digital Product Blueprint](#) that walks you through building a digital product business that earns passive income.

Even if you're a complete beginner, you'll receive examples of what digital products are, how to make them and package them so that they are attractive to your ideal customers. You'll have everything you need to reach your personal and financial goals with these kinds of products.

## Resources You Can Use to Generate Leads and Sales

Learning how these elements work together and implementing what you learn will boost your ability to earn money in any niche, with any product. To learn more, check out our free [lead generation](#) workshop.

1. [Landing Page](#) with an Opt-in Form
2. [Lead Magnet](#) and Autoresponder
3. [Email Welcome Series](#)

---

#### 4. [Social Post Scheduling Tool](#)

### Wrapping It Up



I'm Marvelyn Brown and I'm the founder of [Making It Remotely](#). and I'm so glad you were able to access this guide! It's changing the lives of so many people, giving them free options they can use to build a free, sustainable online business.

I also hope I've given you information you can use in your business, whether you sell digital products or not. If you have any questions, please feel free to [reach out](#) to me on my blog or social channels.

Listen on the go to my podcast, [The Creative Impulse](#) on Spotify or where you get your podcasts. You'll receive business building tips, tools and resources you can use to grow your business.

To your success!

Marvelyn