Digital Product Blueprint

START-UP CHECKLIST

CHECK OFF EACH TASK AS YOU GO THROUGH THE TRAINING

- [ ] Complete the market research and the hobbies and skills inventory videos
- [ ] Set income goals
- [ ] The # of products you'll create to launch your business
- [ ] Choose a platform to sell products
- [ ] Set a tentative launch date
- [ ] Review the list of companies that make and sell their own digital products.
- [ ] Watch the Canva training videos
- [ ] Watch a video on the Etsy Profit Calculator
- [ ] Watch the video on identifying your ideal customer
- [ ] Choose an analytics tool to track your progress
- [ ] Sign up for free social media business accounts
- [ ] Choose a payment processor
- [ ] Set a marketing schedule

Making It... Remotely

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HOBBIES, SKILLS & INTERESTS INVENTORY

Take a moment to answer 5 questions that will help you write a summary of a business you could run from home!

1. Check three areas that interest you most.

- ☐ Cooking
- ☐ Travel
- ☐ Photography
- ☐ Planning and Organizing
- ☐ Music
- ☐ Writing and Editing
- ☐ Sports/Fitness
- ☐ Crafting
- ☐ Fashion/Styling
- ☐ Finances
- ☐ Salon/Spa/Make-up
- ☐ Shopping
- ☐ Drawing and Illustration
- ☐ Pets
- ☐ Gardening
- ☐ Other _____

2. What skills have you obtained from a job, life experiences or volunteer work that would help you run a business in the areas you checked in question 1?

Skill	**# of Years of Experience**
_____	_____
_____	_____
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3. What industries have you worked or volunteered in?

_____

_____

4. If you knew you could be successful in reaching your financial goals doing something you enjoy, what would it be?

_____

_____

5. Is there something you're always being complemented on? For example, if you've been recognized or won awards, received honorable mention, won competitions or received kudos for a hobby, interest or work accomplishment? If your family and friends are always raving about your cooking or you are constantly being asked to organize family or work events, write it down!

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6. Take the information from questions 1-5 and write a short paragraph about the kind of online business you would like to run from home!

_____

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Digital Product Blueprint

INCOME GOALS

Use this sheet to write down your income goals. As you think about your profit strategy, fill in the steps needed to reach your goals.

Income Month 1 _____

Steps needed to reach my goals for month 1.

Income Month 3 _____

Steps needed to reach my goals for month 3.

Income Month 6 _____

Steps needed to reach my goals for month 6.

Digital Product Blueprint

LAUNCH STRATEGY

Use this sheet to write down your income goals. As you think about your profit strategy, fill in the steps needed to reach your goals.

Primary Niche _____

Describe the problems your digital product will address and who it will help.

Number of Products for Launch _____

Describe the kinds of digital products you'll make.

Primary Platform _____

Describe where you'll sell your digital products.

Digital Product Blueprint

PROFIT STRATEGY

Use this sheet to write down how much you will charge for your products and the strategies you'll use to sell. Add the steps you'll take to reach your income goals on the income goals worksheet.

Product 1 Pricing _____

Describe the product and your strategy for promoting and selling it.

Product 2 Pricing _____

Describe the product and your strategy for promoting and selling it.

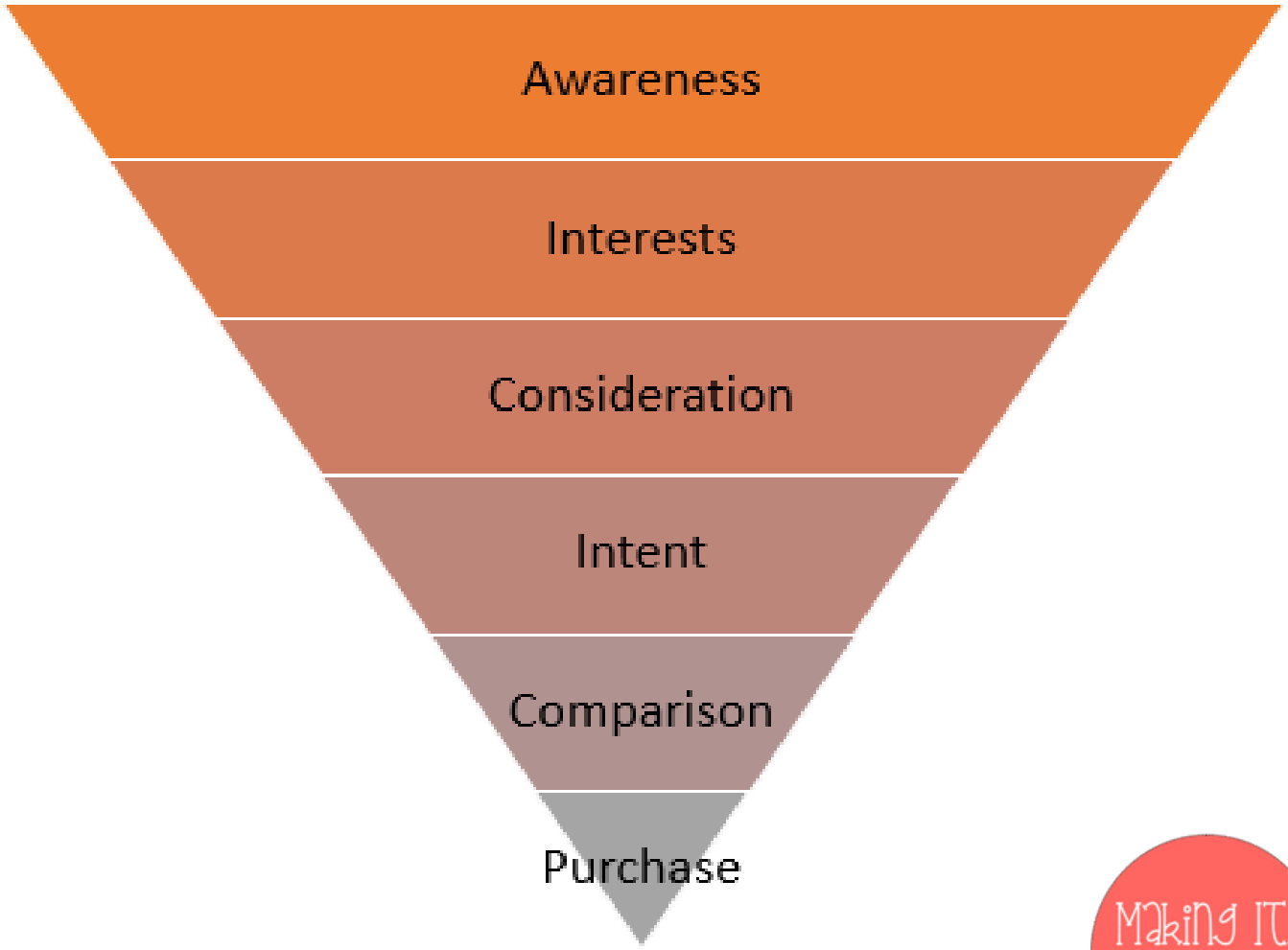
Product 3 Pricing _____

Describe the product and your strategy for promoting and selling it.

Digital Product Blueprint

THE CUSTOMER BUYING PROCESS - MARKETING FUNNEL

At the top of the funnel you'll attract the most people. However as your prospects go through each stage of the buying process, you may lose some of them. At each stage of the buying process you want to engage and qualify them until they either drop off or become a customer.



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Affiliate Disclosure: There may be affiliate links in this article, which means that I will receive a small commission if you use these links to make a purchase. However it will not affect you or your purchase in any way

Companies That Sell Digital Products

Here are a few examples of companies that sell digital products and earn significant monthly income. Some have their own shops, others are sellers on Etsy. This will give you some ideas you can use to get you started.

Lynette Chandler of Thrive Anywhere - Lynette has her own shop where she sells printables, planners and journals. She can charge more for her items because she has a platform that she owns and controls. She doesn't have her competitors right next door as would be the case with an Etsy shop. She sells done for you products with PLR (private label rights) which means you can buy her products, add your unique spin and sell them in your shop. She also has an affiliate program that you can join.

One of the top sellers on Etsy, **Cowhide Digital Art** - They have a variety of products that they sell in a variety of ways. They use a lot of packages, sale items and digital licenses to balance out their earnings. They sell individual products to the B2B market, mostly people who make digital and physical products. This company makes an estimated $19,951 per month selling digital graphics.

Thrive University - Thrive has a suite of products, including free courses for their audience, designed to help aspiring entrepreneurs learn internet marketing. Each course shows users how to use their products to create various online assets. Their strategy is to use this free university as a giant lead magnet that helps them sell their products. They also have paid courses that they sell on their platform. To access the free courses you have to log in which means you become a lead that they can follow up with. Thrive also has an affiliate program.

Heather Roberts Art - Heather sells SVG Cut Files for Cricut, Fonts, & Watercolor Clipart . She sells on Etsy and on her own site. She is also one of the top sellers on Etsy making an estimated $16,922 per month selling digital products.

Companies That Sell Digital Products

Continued from the previous page…

Heather has over 2000 products in her Etsy shop and sells in generic categories. She is selling in the B2B and B2C market. Selling to the Cricut market is a huge opportunity for creative business owners.

Open Heart Music - Yes, music can be sold as a digital product! This YouTube channel has been active since 2020, providing calming music videos for stress, insomnia relief, etc., and it's earning from the YouTube partner program. This music can be described as sleep music, calm music, yoga music, study music, peaceful music, beautiful music and relaxing music. This channel makes an estimated $17,422.8 per month. What looks like a simple YouTube channel with music is earning life changing income.

5 Minute Crafts - Another YouTube channel that earns from the YouTube partner program. They provide fun do-it-yourself projects and crafts, helping subscribers experience the joy of DIY! They have been on YouTube since 2016 and earn an estimated $860,268 monthly.

Popsugar Fitness - In the health and wellness space this channel has been on YouTube since 2010 and they offer fresh fitness tutorials and exercises — find strengthening, heart-pumping, empowering, and downright feel-good workouts you can do at home or on the go. Their channel earns an estimated $13,4544 per month from the YouTube partner program.

I would recommend doing your own research for companies in the niche you want to serve and check out what they do and how much they are earning from their digital products.

Social Media Optimization Tips for Lead Generation

Making It... Remotely

One of the best ways to generate leads online is through social media marketing. Use these tips to create an effective strategy that will help you build your list and drive traffic to your content.

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Sign up with an Email Marketing Provider.

These companies will provide the opt-in forms, connections between your platform and email forms as well as a database that will be used to store your leads (also known as an audience or email list). Choose from companies like aWeber, Mailchimp, Constant Contact, ConvertKit and there are many more.

Create a Lead Generation Landing Page.

One of the first things you should do when optimizing your social media pages for leads is to create an opt-in form that you place on

a lead generation landing page. On your landing page, it's important to tell people what they receive (the benefits) when they sign up. You might want to offer a lead magnet to encourage more people to sign up.

This is one of the ways you can build an audience of engaged, ready to buy people who can't wait to receive your content. You can follow up by sending them valuable information and tools they can use to accomplish their goals. We use Thrive Leads to create opt-in forms and Thrive Architect to build landing pages on our site.

Include Calls to Action.

It's important to direct visitors through the buying process. If you're trying to demonstrate something, it's also important to guide them through your process. And as you're guiding, give them the next steps. It's also important to include calls to action (CTAs) that stand out, in every social media post and every page of your site. These CTAs will help visitors easily navigate through your site, finding solutions to their challenges, which results in more leads and sales.

Add Links to Other Pages.

If you have a blog or website, you should also link to other pages within your site. This helps people who click through your social media posts to visit your site, find what they were looking for as quickly as possible. It also gives search engines more data to index and rank your site higher.

Add a Link to Your Lead Generation Landing Page to Your Profiles.

When was the last time you updated your social media profiles and "about me" sections? Visit each profile and add a link to your lead generation landing page so that people who find you on social media can sign up.

Promote Your Lead Generation Landing Page.

If you're not sure where to start with optimizing your social media pages for leads, here is a recap to help you out:

1. Make sure you have a clear call to action (CTA).
2. Include a link to your lead generation landing page.
3. Add relevant hashtags to your social media posts.
4. Create an account on Facebook, Twitter, LinkedIn, TikToK, etc.
5. Share your content across multiple platforms.
6. Be consistent.
7. Don't forget to use images and short videos!
8. Keep track of your results.
9. Repeat often.

10. Use social media tools like Tailwind to help you automate posting and get more done in less time. Learn more about automating social media and how Tailwind works.

Learn More.

You can get more tips and detailed information about each of these steps and be notified when we post new content by signing up on our blog.

Visit our list of resources to learn more about the tools we use to run our business.

Social Media Optimization Tips

- [ ] Write the link to your email opt-in landing page.

- [ ] What call to action will you include to your email list?

- [ ] Have you added internal links to other pages?

- [ ] List the social media profiles you've updated.

- [ ] How will you promote your email landing page?

- [ ] How often will you post using Tailwind?

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