

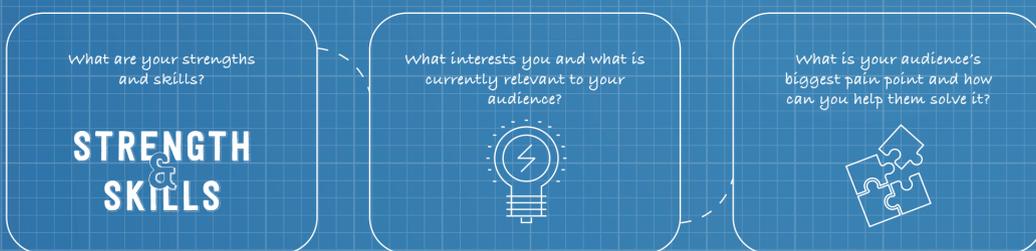
## - HOW TO - CREATE & SELL A DIGITAL PRODUCT

### + STEPS 1 +

## PRODUCT BRAINSTORMING

IT'S IMPORTANT TO MAKE SURE THAT YOU SET OUT TO PRODUCE A RELEVANT AND HIGH-QUALITY PRODUCT.

ASK YOURSELF:



### + STEPS 2 +

## PRODUCT DEVELOPMENT

HERE ARE SOME EXAMPLES OF DIFFERENT PRODUCTS YOU CAN DEVELOP:

### EBOOKS

One of the most popular forms of digital products, this works well for specific topics you would like to share with your audience.



### VIDEO/AUDIO COURSE

By using screencasting software like Camtasia, or audio capture software like Garageband, you can record your step-by-step instructions, or how-to information and create high quality info-products.



### SOFTWARE

The beautiful thing about software (themes, plugins, etc.) is that you can charge a recurring fee, making this an ongoing income avenue.



### WORKBOOKS

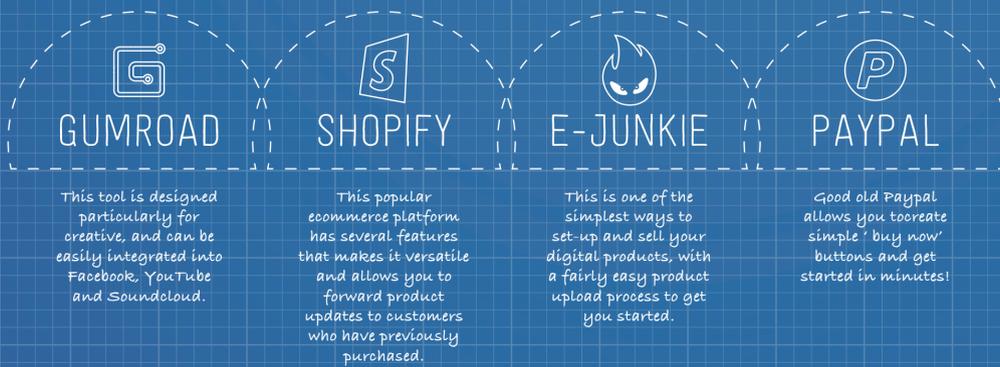
If you have exercises and templates handy to help walk your customers through a process you can compile them into a workbook to be printed and used.



### + STEPS 3 +

## PRODUCT SETUP

ONCE YOU'VE DEVELOPED YOUR PRODUCT, YOU'VE GOTTA GET SETUP TO SELL IT ONLINE. THESE SERVICES WILL HELP YOU:



### + STEPS 4 +

## PRODUCT MARKETING & SALES



### WEBSITE

Your website acts as the main hub for promoting your product. It also allows your customers to gain a better idea of what you and your business are all about.



### BLOG POSTS

or Guest Blog Posts - Normally this method is focused more on promoting yourself within your industry instead of directly promoting your product, however this is still a useful way to get your name out there.



### LANDING PAGE

Your landing page should encourage conversions from casual visitors into customers. Remember to let your product speak for itself through a strong CTA, testimonials, large images and clear benefits.



### PODCASTS

Be heard and speak about your product and what pain points it can tackle through your podcast and by being a guest on other podcasts within your niche.



### EMAIL LIST

Developing your email list should be a top priority, to strengthen that connection between you and your audience and so that you can tap them for any future products you might want to develop.



### SOCIAL MEDIA

utilize different platforms such as Facebook, Twitter, Periscope, Pinterest, etc. to get the word out about your product.