💡 How to Create & Sell Digital Products (Quick Guide)

BONUS: Checklist included.

Step 1: Choose Your Product Type

Pick a digital product that fits your skills and your audience's needs:

Pick a digital product that solves a real problem or adds value:

- eBooks & Mini-Guides – Teach something specific
- Templates – Canva, Notion, Excel, or Docs
- Digital Planners or Printables – Journals, budget sheets, calendars
- Courses or Workshops – Pre-recorded lessons or PDFs
- Creative Assets – Stock photos, digital art, music
- Start small. Even a 10-page guide or 1-page template can make money.

Ask yourself: What are 5 things I like, and what are 5 things I can do?
Use this in ChatGPT to spark your first idea:
"Based on the 5 skills (write it) and the 5 things I like (write it) give me 5 profitable digital products that solve a problem.
"Give me 5 niche ideas for a digital product based on [your passion/skill]."

Step 2: Identify Your Niche & Problem to Solve

Before you create, ask:
"What's a quick win I can give someone?"
Examples:

- A business template for content planning
- A 30-day meal plan for busy moms
- A daily mindset journal for goal-setters

🎯 Clarity = Sales. Focus your product on one purpose.

Step 3: Create It Using Free Tools

- Canva – for ebooks, planners, and templates
- ChatGPT – for writing, research, outlines
- Google Docs/Slides – for workbooks, checklists
- Notion – for digital planners or business templates

Step 4: Package It Professionally

- Make your product easy to use, attractive, and valuable. Include:
- A clear title or cover page
- Instructions on how to use it
- Clean layout and consistent fonts
- Bonus pages, if possible (checklists, quick tips)

First impressions matter. Keep it simple but sharp.

Step 5: Upload & Sell

Upload and sell on beginner-friendly platforms:

- Gumroad – Easiest for digital products
- Stan Store – Great for creators and link-in-bio stores
- Payhip – No monthly fees, automatic delivery
- Etsy – Best for planners, templates, and printables

💰 Set a fair price: $7–$27 is a great start for simple products.

Step 6: Promote It Online

Now get the word out!

- Share product previews on Instagram or TikTok
- Use Pinterest to drive traffic to your product
- Build an email list with a freebie related to your product
- Talk about the benefit, not just the features

📢 People buy solutions, not files.

🎁 Bonus Tip: Start With a Freebie

Create a quick freebie like a checklist or mini-template. Use it to collect emails, build trust, and upsell your full product.

Example:

Free "Weekly Planner" → Upsell Full Digital Planner Bundle

For the full guide, click here

For a Done-for-You digital product, ready to use and sell,

click here

PLATFORMS TO SELL DIGITAL PRODUCTS

Platform	Highlights
Gumroad	Free to start, beginner-friendly, instant delivery
Stan Store	Ideal for creators & link-in-bio sales
Payhip	No monthly fee, digital + coaching + memberships
Etsy	Best for planners, journals, templates
Podia	Good for courses, memberships, and bundles
Shopify + Digital Downloads	For your own store with full control

Digital Product Creation & Selling Checklist

Use this checklist to go from idea to income—fast.

💡 PLAN IT

- ☐ Choose a product type (eBook, planner, template, etc.)
- ☐ Identify your niche and ideal audience
- ☐ Define the specific problem your product will solve
- ☐ Research what your audience is already buying
- ☐ Decide on the format: PDF, editable file, video, etc.

🔧 CREATE IT

- ☐ Outline your product content
- ☐ Use free tools (Canva, Google Does, ChatGPT, Notion)
- ☐ Add value (tips, bonuses, or cheat sheets)
- ☐ Include a welcome/introduction page
- ☐ Design a clean, on-brand cover or title page
- ☐ Export your product as a PDF or shareable link

🛒 PACKAGE & SELL IT

- ☐ Write a short, clear product description
- ☐ Choose a platform (Gumroad, Stan Store, Etsy, Payhip)
- ☐ Set a starter price (57-$27 for most simple products)
- ☐ Upload your product file(s)
- ☐ Add a cover image or product preview
- ☐ Set up payment and delivery automation

🚀 BONUS GROWTH

- ☐ Ask for feedback and reviews
- ☐ Upsell or bundle with related products
- ☐ Create a new product monthly or quarterly
- ☐ Repurpose your product into a course, workbook, or masterclass