

Digital MARKETEERS

masterclass: digital product

Build Once. Sell it forever.

*Designed for creators, coaches, service
providers, freelancers or anyone who wants to
turn their knowledge or creativity into
profitable digital products*





Part 1:

What is a Digital Product?

A digital product is anything you create and deliver online—
no shipping, no inventory.

You build it once and sell it over and over again.

Why They're Powerful:

Scalable (no cap on how many you can sell)

Low-cost to create (often free tools!)

High profit margins

Time freedom (sell while you sleep!)

No physical delivery = instant downloads or access



PART 2: Types of Digital Products You Can Create

1. Ebooks & Guides

Perfect for: Educators, experts, bloggers

Example: "Instagram Growth Guide for Coaches"

2. Templates

Perfect for: Designers, marketers, creators

Example: Canva social media templates, pitch decks, email templates

3. Planners & Journals

Perfect for: Coaches, productivity fans, wellness creators

Example: Daily goal planner, mindfulness journal (PDF or Notion)

4. Notion Systems & Databases

Perfect for: Organizers, tech-savvy creators

Example: Notion business dashboard, client CRM, habit tracker

5. Courses (Mini or Full)

Perfect for: Teachers, consultants, coaches

Example: "How to Build a Personal Brand in 7 Days" (video modules or slides)

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6. Printables & Worksheets

Perfect for: Teachers, parents, creatives

Example: Budgeting worksheets, kids' activity sheets, wedding checklists

7. Memberships & Paid Communities

Perfect for: Community builders, coaches, niche leaders

Example: Monthly Notion drops, exclusive trainings

8. Audio Products

Perfect for: Coaches, therapists, spiritual creators

Example: Meditation packs, audio lessons, affirmations

9. Toolkits or Bundles

Perfect for: Freelancers, marketers, creatives

Example: "Starter Business Toolkit: Branding + Pitch Deck + Planner + Guide"



PART 3: How to Build Your Digital Product (Step-by-Step)

STEP 1: Pick a Profitable Problem

What does your audience **struggle with**?

What's a **quick win** you can offer?

What do people always ask you about?

Hot tip: Use TikTok comments, Instagram DMs, Reddit, and Quora to find real problems people talk about.

STEP 2: Choose the Right Format

Ask: "What is the easiest and most effective way to help someone solve this?"

Examples:

Visual info → Ebook or Slides

Step-by-step task → Checklist or Template

Need to organize → Notion or Google Sheet

Emotional growth → Journal or Audio series



STEP 3: Build with Free Tools

Design: Canva, Google Docs/Slides

Organization: Notion, Trello, Airtable

Delivery: Gumroad, Payhip, Stan Store, ThriveCart

Course Platforms: Teachable, Podia, Kajabi

Tip: Keep it simple. Focus on value, not perfection.

STEP 4: Add Your Branding

Use your fonts, colors, tone, and style

Make the user experience feel intuitive and premium

Include your social handle or website in the footer of every page

STEP 5: Test It

Share a free version with 3–5 people

Ask: “Was anything confusing?” “Did it help?”

Collect testimonials for your landing page



PART 4: How to Sell Your Digital Product

1. Set Your Price

Low-ticket (\$7–\$47): Quick wins (templates, guides, planners)

Mid-ticket (\$47–\$197): Toolkits, mini-courses, bundles

High-ticket (\$197+): Full courses, group coaching, memberships

Price based on:

Problem intensity

Audience buying power

Your credibility in the space

2. Choose a Sales Platform

Gumroad (great for beginners)

Stan Store (ideal for creators with link-in-bio strategy)

ThriveCart / Kajabi / Podia (for more advanced sales flow)

Etsy (great for printables + passive traffic)

3. Build a Simple Sales Page

Headline: “Here’s what you’ll achieve...”

Bullet list: What’s included

Testimonials: Even 1-2 builds trust

CTA button: “Get instant access now”

BONUS: Add urgency or a limited-time bonus

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PART 5: How to Promote It (Without Feeling Salesy)

1. Show, Don't Sell

Demo the product (scroll through or time-lapse)

Show results ("Used this → landed 3 clients")

Share behind-the-scenes of you building it

Use real testimonials or messages

2. Use TikTok + IG Reels to Drive Sales

Create 15–60 second videos around:

"Before & after" your product

"3 mistakes you're making" (then plug your solution)

"Here's what I made—steal this idea"

"POV: You finally use a tool that actually helps you stay consistent"

Call to Action:

"Link in bio for instant access"

"DM me 'planner' and I'll send the link"

"Save this if you're not ready, but you will want it soon"



3. Email Marketing (Even a Tiny List Helps!)

Tease the product before launch

Share behind-the-scenes

Launch day email: "It's live!"

Day 3 follow-up: "FAQs + who it's for"

Day 5: "Last chance for the bonus"

4. Collaborate with Micro-Influencers or Affiliates

Offer 30–50% affiliate commissions

Let others promote your product to their audience

Perfect for Etsy, Gumroad, or niche printables



PART 6: What to AVOID

Overthinking or perfectionism

Done is better than perfect.

Launch messy, then improve.

Creating without validating

Ask your audience first. What do THEY want?

Overpricing with no brand trust

Start lower and scale your prices with results/testimonials.

Trying to do too much at once

ONE product, ONE problem, ONE person = success.



BONUS: 3 Product Ideas You Can Launch This Month

(Bundle 3 small tools + a guide)

90-Day [Outcome] Planner

(PDF + Notion + audio bonus)

Mini-Course: Solve ONE Problem in 60 Minutes

(Slides + video or voiceover)

Final Words: You're Closer Than You Think

You don't need a huge following, a fancy funnel, or 6 months of prep.

You just need to solve one problem really well—and get it in front of people who need it.