



7 Digital Product Strategies

One of the quickest ways to start an e-commerce business is digital information products. Listed are just a few ways you can begin your online digital information business today.

1. **E-book:** You can create an electronic book better known as e-book. You can take your blog, book, or writing and create an online book. Write below ideas of e-books you can create.

2. **Booklets:** You can create mini booklets on specific topics. You can find topics that companies deem as valuable then market the information to the corporation & create a pricing tier for the booklets. List ideas below of booklets you can create and businesses that would be interested in purchasing your product below:

3. **Home Study Course:** Once you have created a system of your business offering create a home study course also known as “business in a box”. The course can be completed online, offline as a physical product, or both. Write below ideas for a home study course and how you plan to deliver the product to your target audience/market.



4. **Webinars:** Online presentations or online training to your target audience/market. With your target audience/market in mind think of a webinar that you will host.

5. **Corporate Training Program:** Offering your complete training program on a licensing fee-based agreement to a corporation. Write in the space below names of companies that would be interested in your product or services.

6. **Bootcamp:** Offer an exclusive weekend educational retreat you and/or a team of experts can train in your business space. Below list names of experts, you are working with or could work with to create your bootcamp/retreat:

7. **Membership Website:** Create a community of like-minded individuals that sign up to exclusive offers to your membership site. List below how your membership site will support your members.
