

Discover How To Create And Sell  
Profitable Digital Products Online  
Step By Step

Inside

# DIGITAL PRODUCT SCHOOL



**CHECKLIST**

## Digital Product School – Checklist

### ☐ Introduction

- ☐ Having your own digital products gives you the ability to generate a 6-figure online business which will sell for you online 24/7, 365 days a year on autopilot.
- ☐ Selling information products are not only cheap to produce, they are also very easy to produce.
- ☐ A successful info product is one that gives people information, usually a solution to some sort of problem.
- ☐ Information products can be made in video form, as an eBook, or as an audio recording.
- ☐ Creating digital info products is a lot easier than you think (when you know how)
- ☐ Your product doesn't need to be perfect
- ☐ Your biggest hurdle to overcome in actually creating your information product is your mindset.

### ☐ Solving Problems Is Profitable

- ☐ To generate profitable digital products, they need to solve a problem
- ☐ Make sure the problem it solves has a mass audience
- ☐ If in doubt always go for niches which all already proven to sell well
- ☐ If a product already exists, that is a good sign, this should not put you off, you can always create your own version with your twist
- ☐ People buy multiple products in the niches they have interest in
- ☐ A product that solves a problem people are looking for quickly and easily is a sure-fire winner.

### ☐ Power of Branding

- ☐ Having a brand makes you appear unique
- ☐ A brand identify will provide you with customer loyalty
- ☐ Use a consistent brand theme so people recognize it
- ☐ If you don't have design skills, outsource them cheaply on freelance sites
- ☐ Get a logo made for your brand

### ☐ Find a USP

- ☐ To stand out from the rest of the crowd, you need to be unique
- ☐ Come up with a unique twist or angle to your products
- ☐ Very important when entering niches with lots of competition
- ☐ Target sub niches of your main niche if applicable
- ☐ Find winning products proven to sell and add your unique twist

### ☐ Creating Digital Products

- ☐ Digital products come in all formats, eBooks, video, audio etc.
- ☐ Choose the right format for your product, a format which will help you explain the solution the best
- ☐ Ebooks – you can use Microsoft Word or Open Office
- ☐ Video – Use a screen recording tool, or a camera
- ☐ Audio – Audacity is a great open-source audio tool for products like interviews

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- ☐ Get a digital cover made for your product. Design it yourself or outsource it on freelance sites.
- ☐ **Super Fast Product Creation Methods**
  - ☐ There are many ways you can create digital products very quickly.
  - ☐ Interviews
  - ☐ Recording your own tips and advice
  - ☐ Turn existing content into products
  - ☐ Update/Republish Existing Information
  - ☐ Co-Create A Product
  - ☐ Help Finish Incomplete Projects
  - ☐ Purchase 'Private Label' Rights
  - ☐ Hands-On Video or Camtasia Presentations
  - ☐ Create A Package Using Existing Products
  - ☐ Public Domain Information
  - ☐ Case Studies
  - ☐ Checklists and/or "Top 10" Lists
  - ☐ Sell Your Ideas
  - ☐ Hold A Contest
  - ☐ Templates, Forms, Etc.
  - ☐ Resources List
  - ☐ Directories and Guides
  - ☐ Capitalize on Trends and Fads
- ☐ **Sort Your PST**
  - ☐ PST stands for Price, Sales Page and Testimonials
  - ☐ Get your price right, base it on your competitors
  - ☐ Think about giving away some free information or part of your product to free to build a list and then sell your product
  - ☐ Create your sales page, study the sales pages of profitable products and model the structure
  - ☐ Come up with a benefit driven headline for the top of your sale page
  - ☐ Structure your copy on the sale page in small paragraphs, and sub headings. Also use bullet points.
  - ☐ Make sure your page has a clear call to action “Get Access to This Product Now”
  - ☐ Use real scarcity. If your product is limited in copies or is closing with X hours, make sure you stick to it, don’t say it will close, or say the price will increase and then don’t action that.
  - ☐ Start gathering testimonials to put on your sales page
  - ☐ Provide free copies of your product to friends, people in forums/ groups in exchange for reviews.

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### ☐ The Sell

- ☐ You can have the best product in the world, you need to sell it to people who need it to make profit
- ☐ If you have a list, make sure you email them about your new product, offer them a better deal than anywhere else.
- ☐ Start sending at least 1 JV letter per day, to get JV's on boards in promoting your launch in exchange for a commission.
- ☐ Experiment with paid advertising like Google Ads and Bing Ads to get customers and sales
- ☐ Offer your product in the Warrior Forum Special offer section if its related to marketing.
- ☐ Start putting you product on marketplaces like Clickbank, Jvzoo and Warrior Plus
- ☐ Offer affiliates good commission and support as one good JV can get you hundreds of sales. They do all the leg work in driving traffic to your product.

### ☐ Mindset of Success

- ☐ Stop buying multiple eBooks and start using this step-by-step plan
- ☐ Take action, consistent action in creating your first information product
- ☐ It takes work to get results
- ☐ The path to success is all down to you. One person will create a digital product empire with this information and other will do nothing.
- ☐ If you ever question is the work worth it, will it work, just know its all worth it and it does work!
- ☐ Once you create your first product, make sales and get customers. You have the blueprint to rinse and repeat.

### ☐ Conclusion

- ☐ Get your product good enough and out there
- ☐ Always improve your product over time with feedback from your audience
- ☐ Test, track and improve everything you do
- ☐ Remember to always make your offer unique
- ☐ Each little improvement will make you products conversion rate better which equals more money in your pocket.
- ☐ Anyone can do this
- ☐ Creating information products to sell online is, I think, one of the most exciting and accessible businesses EVER
- ☐ Get started now!