

# **The 5-Minute Guide to Creating Your First Digital Product**

**- SPECIAL REPORT -**

Creating a digital product is by far one of the best ways to make money from a website, a blog – or any brand at all for that matter.

When you create a digital product, you are creating something that you can sell infinite time and with zero overheads. This is in contrast to selling physical products which come with COGS – Cost Of Goods Sold. COGS means the amount of money that you pay out each time you make a new sale and that normally includes things like the materials you use to create the product, the fulfillment, the packaging and the logistics of storage.

A digital product on the other hand comes with zero COGS because there are no materials and it can be delivered by email or downloaded. That means that each sale will net you 100% profit, which in turn means you can sell at a lower price and take home a bigger cut. It also means you can do all kinds of other things to increase sales – introducing special offers for instance or sharing your revenue with affiliates. Either way, a digital product is incredibly versatile and it's not for no reason that it attracts so many digital marketers.

So how do you go about making one?

In this guide, you'll find out!

## Pick a Subject

The first and most important thing to do when creating your digital product, is to have a subject matter in mind, which will also be your niche or your industry. If you already have a blog or a website, then you will already have an audience that falls into a particular demographic and this is going to define your niche for you.

Otherwise, it's down to you to pick a niche that you think you can sell. First, that means it should be large and with a broad appeal, while still being specific enough as to create distinct channels for your marketing and to avoid going up against the entire internet in terms of the competition.

Your niche should also be something that you know a lot about. If you're going to write an entire ebook, then you need to choose a subject that you're passionate about. And even if you don't intend on writing it yourself, that passion is going to help you a great deal when it comes to selling as well. This point is absolutely essential.

Finally, make sure that your niche is something that has a great 'value proposition'. This is among the most important parts. A value proposition is basically the 'reason that your product has value'. This is the answer to the question 'what does this do for me?'.

To understand this a little better, let's consider the old adage 'you don't sell hats, you sell warm heads'. What this means, is that you are selling not only a piece of wool that looks nice but you're also selling the fact that the wearer will get to enjoy feeling warmer. They buy your hat because they want that warmth.

Likewise, when you sell a book about making money online, you are not selling a book. Rather, you are selling a future – you are selling a dream. That dream of course is that your reader can give up their day job and start earning passive income from home, doing something that they love. This is incredibly important because you're going to use your value proposition in order to sell the product in your sales pitch. Without it, you'll struggle to get your audience excited.

That's why you're probably not going to make an ebook all about gardening. Sure, you might. And you'll find that doing this allows you to target a very specific audience with a very straightforward product. You'll probably sell a few. But there's no way that someone is going to be able to get as excited about that, or that they will be willing to spend as much money, as they would for a book that could help them have more sex, earn more money or look better.

Tap into that emotional hook.

## **Come Up With a Title**

BUT at the same time, make sure you actually have something to say on the matter and that you're covering new ground. This is where 90% of digital product creators fall down and it's what really sets apart the big sellers. Ultimately, if your book is called 'How to Get Great Abs' then it just isn't going to be exciting. This is nothing new, it's nothing that your audience hasn't heard a thousand times before. And ultimately what they're going to be left thinking is: 'why don't I just buy a real book on getting fitter'?

Instead then, you want to make your book into something that they can't find anywhere else. This should be a brand new 'technique', a completely new 'system' or perhaps just a controversial and fascinating new perspective.

Look at the very best digital products on JVZoo or ClickBank. These will almost always position themselves as being new 'money making systems', or 'brand new training methods'. What they never are, is generic or done before.

So if you want to sell big, then you need to ensure that you're doing the same thing. You need to ensure that you are covering truly new ground in an interesting way. This needs to be something that will make your audience curious, that will get them wondering what the 'secret recipe' to your success is – and that they'll certainly not be able to get from any other book or website.

## Choose Your Delivery

We've talked a lot about a book here but there's no requirement for your product to necessarily be a book. That is to say, that it can just as well be a digital course, a video series or even a piece of software or an app.

In the world of digital marketing, ebooks are particularly popular because they can contain a lot of information in a single and simple package. Courses though can sometimes be an easier sell, as they seem to inherently provide more value. This way, the buyer should be taught a subject thoroughly enough that they will come away as experts and they will be getting lots of lessons and lots of learning materials for their money.

Videos likewise tend to impress, especially if you have high production values. Apps and software meanwhile can fulfill a useful purpose and they are something that not 'everyone can make'. A good idea for a piece of software or an app might be something like an autoresponder, a pop-over, a plugin or a WordPress theme.

So how do you decide which type of product is right for you? The answer will depend on numerous factors.

First, you need to think about the niche and the message of your product. What does your subject matter lend itself to? What will your audience be likely to want to pay for?

You also need to think about your own skills and capabilities. If you happen to be an amazing writer, then you might go with the ebook strategy. Conversely, if you're someone who is good at videography, then that is a very good skill and not one that you should waste.

Finally, think about your business model. How much will it cost you to make each of those things? How long will it take you to develop them? And how much can you stand to earn?

A good thing to think about too is how you're going to proceed onward. A book can be a great 'first product' and you can use it to sell a bigger ticket item such as a course or an online seminar. Or if you make a WordPress theme, then you could always tweak the code just slightly in future and use that to create another WordPress theme that you could target at another audience!

Note as well that it can be a good idea to pack in as many extras as possible when you create your digital product. You want it to be desirable and to have the 'wow' factor that sets it apart. An ebook runs the risk of seeming rather dull but not if you throw in some free video tutorials, access to a VIP part of your website and perhaps a free report as well. All these extras add value and

make your product seem more premium, so think outside the box and deliver as much value as you possibly can.

## **Outsourcing Creation**

When it comes to actually building your digital product, you broadly have two options. Option one is to make it yourself, whereas option two is to outsource the creation. Of course the third option is to buy the private label rights to an existing digital product (meaning you're allowed to change it and sell it) but this will always limit the possibilities compared with creating something of your own from scratch.

If you're going to outsource the creation, then this will mean that you can make something more impressive without spending countless hours working on it yourself. Unless you're a professional writer or designer, this is generally going to result in a higher quality end product too.

One important thing to consider here though, is that you mustn't try and cut corners and expenses. In other words, don't hire the cheapest writer you can find or you should expect to get a poor quality of product at the end. This is the only investment you need to make to develop your digital product, so spend the money and create something truly great!



You can find freelancers on sites like UpWork ([www.upwork.com](http://www.upwork.com)) and Freelancer ([www.freelancer.com](http://www.freelancer.com)). Just make sure that you discuss the terms with them fully and always ask to see an example of their work.

You'll also need to create some other bits, such as a banner, a front cover and perhaps a design for the page that you'll be selling it from. This can likewise be outsourced.

## **Creating Your Product Yourself**

If you decide to create the product yourself meanwhile, then make sure that you give yourself enough time to really dedicate to it and make sure that you have all the necessary materials in place.

For an ebook, this is very easy. You can use Microsoft Word to write and format a good quality book (which should be 10,000 words+) and this can then be saved as a PDF for easy distribution.

Creating video is a little harder though and will require some equipment if you don't already have it. A good camera is obviously the first and most important tool for this but you'll also benefit from a tripod, some good lighting equipment (such as a lightbox), high quality sound (use a lab mic), a backdrop of some sort etc. You'll then need to edit the footage together using Adobe Premier, Final Cut Pro or a similar professional editing suit.

Another option is to create presentation videos or tutorials. These can be made using PowerPoint for instance, or by using screen capture software to walk your audience through how-tos.

Once you're happy with your product, all that is left to do is to launch it! By creating a full product launch, you can get people excited for your product, recruit affiliates to help you sell and generally ensure that your copies fly off the digital shelves when you go live. You can find full and detailed instructions on how to handle a highly successful product launch by checking out Product Launch Authority.

Either way, just make sure that you put real time and effort into your product creation. Make sure that you consider what the audience really wants when you come up with your subject matter and make sure that you are bringing something really unique and new to the table.

Do all that well and you'll be left with a product that can potentially help your site to bring in cash with zero overheads for years to come!