6-FIGURE
DIGITAL PRODUCTS

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

- [ ] 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!