THE SIMPLE GUIDE SERIES

PRACTICAL WAYS TO LEARN • EARN • PROGRESS

GUIDE 04
CREATE • SELL • GROW

THE SIMPLE GUIDE TO SELLING DIGITAL PRODUCTS

TURN USEFUL KNOWLEDGE INTO DOWNLOADS.
BUILD A SIMPLE PRODUCT. SET UP A STOREFRONT.
MAKE YOUR FIRST SALE.

- FIND A PRODUCT IDEA
- CREATE THE DOWNLOAD
- SET UP YOUR STOREFRONT
- PRICE & PROMOTE IT



Turn Your Knowledge Into Income

STEP-BY-STEP | EASY TO FOLLOW | GET RESULTS | MORE OPPORTUNITIES

THE SIMPLE GUIDE TO SELLING DIGITAL PRODUCTS
THE SIMPLE GIDE SERIES

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PART 2 — Choose Your Audience & Product Idea

4. Start with a problem, not a product format

Do not begin with 'I want to make an ebook'. Begin with 'What does this person need help doing?' The format should follow the problem.

The three-filter test

- Relevant: it solves a real problem for a defined audience.
- Useful: the buyer can actually use it, not simply read it.
- Buildable: you can create a credible first version with the time and skills you have.

5. Define one useful audience

Avoid 'everyone'. A clearer audience makes product decisions easier. 'Job seekers' is broad. 'People preparing their first UK office-job CV' is much clearer.

6. Choose the right format

Possible formats include guides, checklists, workbooks, templates, trackers, planners, spreadsheets, swipe files, printable resources and bundled toolkits. Choose the format that makes the customer's task easier.

EXAMPLE

Audience: first-time freelancers. Problem: inconsistent client onboarding. Product: a simple onboarding checklist, email templates and project-start worksheet.

Worksheet — Your digital product proposition

I want to help:

_____

_____

The problem or task is:

_____

_____

My first product could be:

_____

_____

_____

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PART 4 — Create a Product People Can Actually Use

9. Useful first, attractive second

Design matters, but usefulness comes first. A beautiful product that is confusing or incomplete is still a weak product.

EXAMPLE: USEFUL DIGITAL PRODUCT

Problem: planning a first office move. Product: a move-planning workbook with timeline, inventory sheet, responsibilities tracker and day-of-move checklist.

10. Build a clear structure

Organise the product around the customer's journey: what they need to know first, what they need to do next, and what tools or examples help them act.

- Use short sections, clear headings and practical instructions.
- Include examples where they make a difficult point easier.
- Use checklists when the customer needs to remember steps.
- Use worksheets when the customer needs to make decisions.
- Use trackers when the customer needs to record progress.
- Use templates when repeating the same task would otherwise waste time.
- Remove anything that exists only to make the product look longer.

11. Make it easy to navigate

Use consistent headings, spacing, page numbers and visual hierarchy. A customer should be able to find what they need without searching through a wall of text.

12. Quality check before sale

THE U-C-A STRUCTURE

USEFUL: solve a real task. CLEAR: make the product easy to understand and use. ACTIONABLE: give the customer something they can actually do, complete or apply.

Test the file on more than one device where practical. Check spelling, links, page breaks, tables, printability and whether the promised tools are actually included.

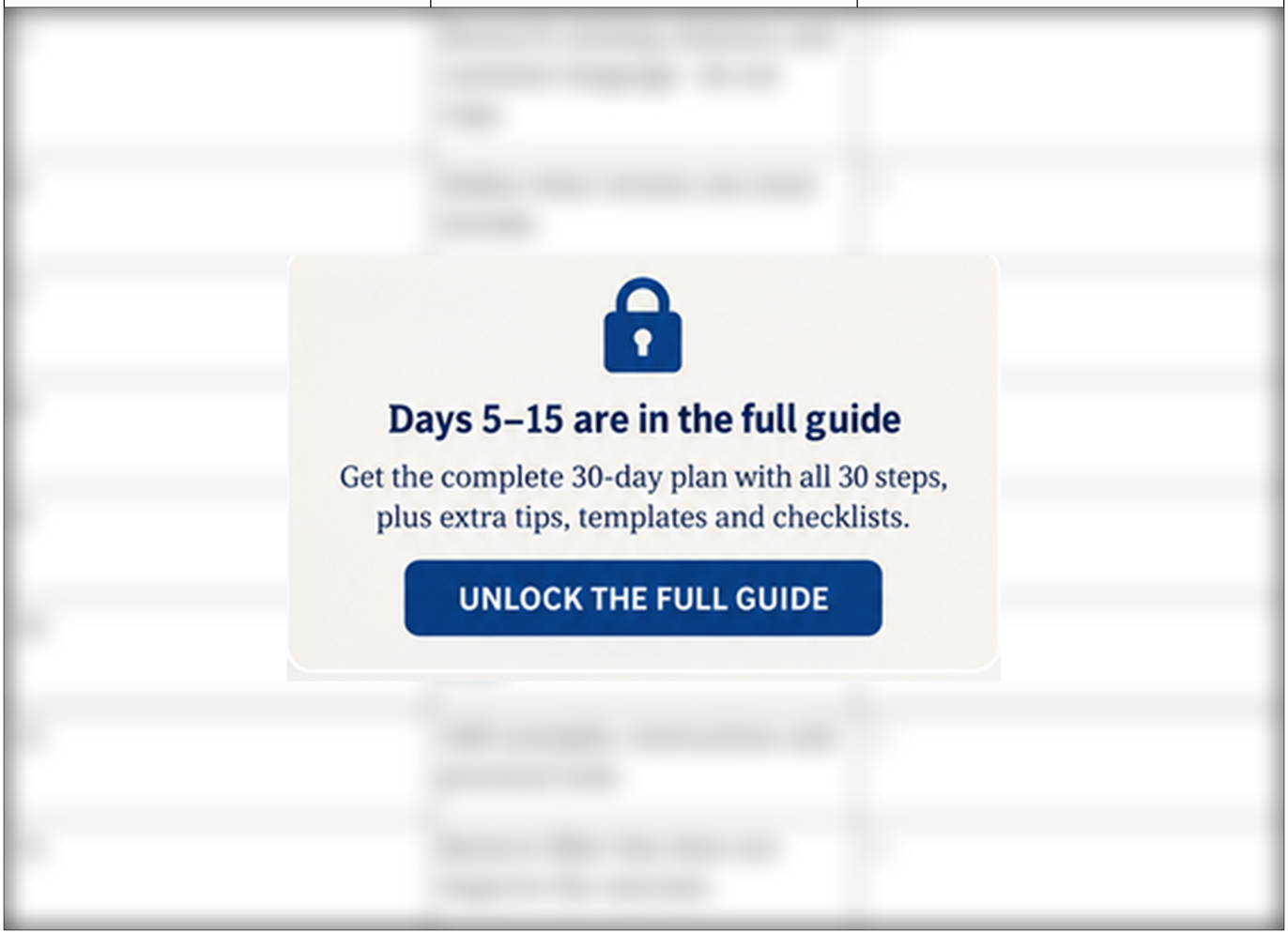
A strong digital product feels finished before the customer pays for it.

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PART 7 — Your 30-Day Digital Product Launch Plan

The aim is not to build a giant shop in a month. It is to create one useful product, publish it professionally, make it possible for a customer to buy it, and gather enough evidence to decide what to improve next.

DAY	ACTION	DONE
1	Choose one audience and one problem you can help solve.	☐
2	List 20 questions, frustrations or tasks connected to that problem.	☐
3	Choose one small digital product format.	☐
4	Write the product outcome in one sentence.	☐



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Toolkit — Sales & Conversion Tracker

PRODUCT	VISITS	CHECKOUTS	SALES	CONV.	GROSS £	REFUNDS	LESSON

Weekly review

My best-performing product/content was:

_____

_____

I think it worked because:

_____

_____

My weakest result was:

_____

_____

One thing I will test next week:

_____

_____

One topic or product angle I should repeat:

_____

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