



12 DIGITAL PRODUCTS

Increase Your Impact and Your Income with
These 12 Digital Product Ideas for Your
Business

JAZZIECRAIG.COM



READY TO START CREATING DIGITAL PRODUCTS AND EARNING INCOME ONLINE?

Greetings! And Hello to all My Entrepreneurs & Boss Babes in Training!

Before we Jump in, Let me tell you a little about me.. I'm Jazzie, I am a Beauty Entrepreneur from Southern California. For 5 years I worked as a Makeup Artist and Esthetician, owning and operating 2 successful salons in Los Angeles.

The first Digital Product I launched was a Lash Extension Training Course. Excited that my Courses could now reach 1000x more students, I also had a sweet passive income rolling in from my hard work. And more Digital Products followed! I learned SO MUCH through building my Online Beauty Business that my friends in other industries began to ask for my help.

I now work with all types of professionals in helping them learn the systems & grow their unique businesses online!

By creating Digital Products, Entrepreneurs of all types can not only earn more income, but these products can really enhance the experience for their existing customers by adding another level of engagement.

You don't have to have a large following to get started sharing your Digital Products. You don't have to already be an Entrepreneur either, although this provides a great way to start both! This guide will introduce you to the 12 most useful types of Digital Products that you can literally begin creating today if you wanted.

I know you (and your Biz) will be able to grow to new levels with these 12 tools. So let's get started shall we?

Follow Me On Social Media

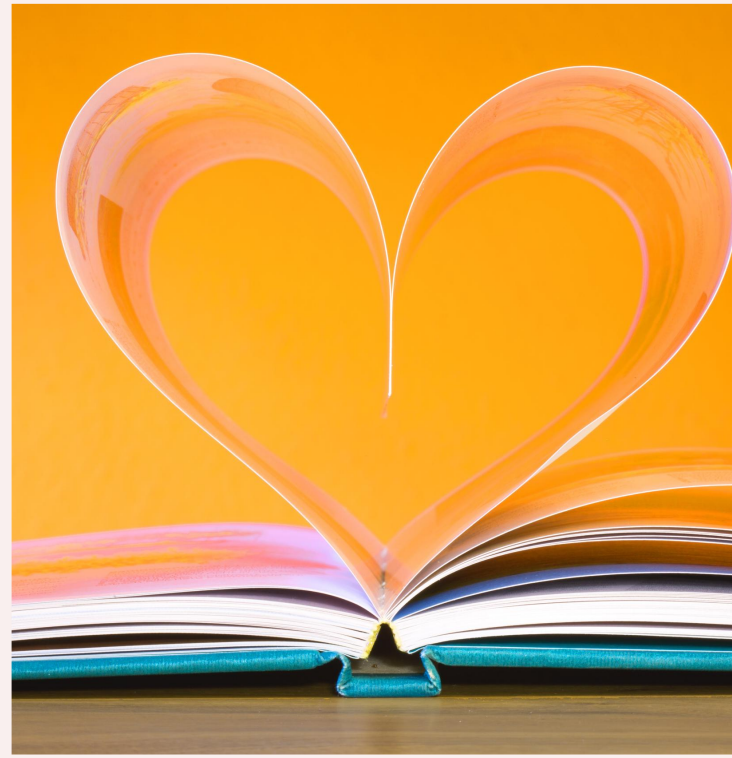


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WHAT DO DIGITAL PRODUCTS CONSIST OF AND HOW CAN THEY HELP YOU IN YOUR BIZ?



Digital Products are any products that are stored, delivered or used in their electronic format. Unlike clothing or other physical items, Digital products are shipped or delivered electronically via the internet, directly to the consumer. Before you get intimidated, let's look at WHY digital products are so crucial for a business owner to be using? Well because if you don't, you are simply missing out on a huge opportunity to expose your brand, or service to an enormous network of new people! The average person spends about 6.5 hours online each day. This holds true in the U.S as well as globally. If you aren't tapping into the vast markets on social media and the Web, it's time to start!

THE 3 TYPES OF DIGITAL PRODUCTS



Writing & Web:

These written articles or services are perhaps the easiest to create. But offer a lot as far as sharing your message and giving your audience more to interact with.



Virtual Exchange:

Prepare to give More In depth. When you Invest before launching, you can charge premium prices for these more creative and comprehensive Services. .



Audio & Visual:

Giving your audience the ability to watch or listen to you when you're not there builds a greater connection with them and can yield infinitely high returns.





VIRTUAL EXCHANGE

With all the changes to small businesses recently, have you explored ways to bring your current services or expertise into the Virtual World?

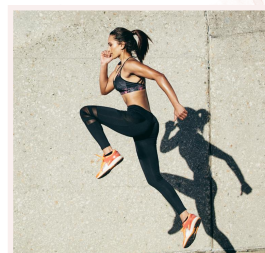


Webinars

Webinars are a Win for anyone in the field of Consulting, Skill Sharing & the Personal Services industry. These pre-recorded experiences share a specific message and act as a call to action. Not to mention they are 100x more engaging than a simple email or blog post. Get interactive with your guests via Webinar!

5 Day / 10 Day Challenges

Invite others to get involved by designing a 5 Day Challenge for them to embark on. Fitness, Healthy Eating, Home Organizing, etc. With you as their host they will be able to dive deeper into the techniques you provide, not just by reading, but by *doing* it along side you!

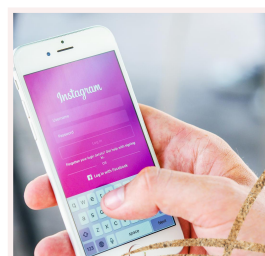


Email Coaching

You can also offer Email Coaching to be able to share your skills with all those curious cats & kittens who are always tapping you on the shoulder for more details anyway. So why not structure comprehensive email support in a way that earns you money for your time?!

Social Media Management

If Social Media is your forte and something you are well versed in, consider doing the management or design for other businesses or companies. This service is extremely in demand right now. Your services can be aesthetic OR technical. It's all up to you, and what your strengths are.





VIDEO + AUDIO

This group of ideas can bring big business, though they will no doubt require a more in depth investment of your time up front. But when it comes to your Brand, there's no reason to be thinking small!

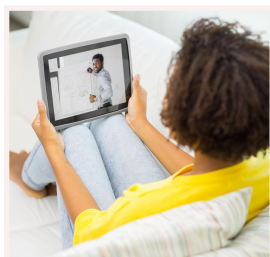
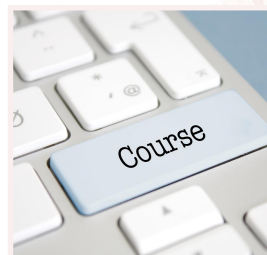


Podcasts

Podcasts are ideal for people with a big personality and a lot to say. Did you know most podcasters got started with just a laptop and a quality microphone? But what a fantastic opportunity- a free platform where you can blast your message or entertain your audience in a very personal way. You'll just want to make sure you have polished branding & a memorable title for your show.

Online Courses

Do you have a specialized skill set that others want to learn? Already offer in person training in your field? Online Education is a fast growing industry that offers the potential for you to sell your courses to 10,000 people, in stead of 10. Platforms like Kajabi help you to create complete courses and host them on their site.

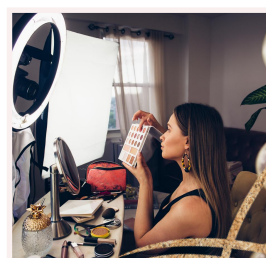


Live & Pre- Recorded Trainings

Different from Courses, these informational "sessions" can be delivered a number of different ways. Lasting from 30-90 minutes. This could be a guided meditation for them to download. Or a 'how to' class held via Facebook live or Instagram.

Youtube Channel

Creating Videos will please your current clients, as well as expose you to new ones as Youtube is the 2nd largest search engine! Your channel can be informal and fun, or packed full of tips, info and demonstrations. You can earn money when you monetize your channel, or simply drive new traffic to you and your existing services.





WRITTEN/WEB

The great thing about these, you can create them in 1-2 days and share them right away. Let your audience know what you believe in!



Workbooks

Create Workbooks for your Clients or Customers and help them get organized. This should all be in keeping with your services and offerings, but can provide them a great context for growing with you and getting clarity with the tasks ahead.

Copywriting + Editing

Got writing skills? You could get to work as a blog writer, copy writer or proof reader. Many companies seek out help on the internet when they need new content for their website, and social profiles. Post your profile on key popular sites like Upwork & get hired asap!

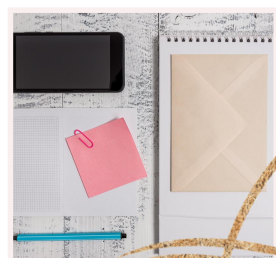


Ebooks & Mini Books

Ebooks are one of the most clear and easy ways to share your message! Share tips, techniques or tell a short story of your Brand to bring your audience in on your company's vision! You can do a longer "Mini Book" for more depth topics. And deliver it all, you guessed it... online!

Templates & How To Guides

You can take your valuable knowledge for your most savvy subjects, and write it all out in an easy "how to guide". This will also act as a time saver for you to answer commonly asked questions when new clients and customers want to know how you work and what to expect!



How Much Can You Earn Selling Your Digital Products?

Ebooks, Mini Books .

\$5-\$50

Webinars, Copywriting

\$20-\$100

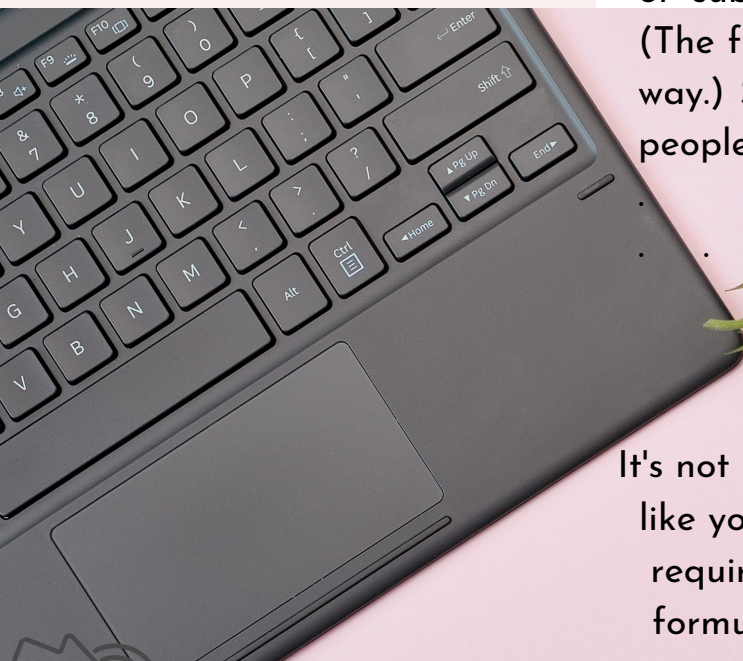
Courses, Live Trainings, Social Media

\$200-\$3,000



ALL of the Items on the list are valuable products that your clients, followers or subscribers will happily pay you money for. (The figures I've listed above are per unit by the way.) So imagine, selling your Webinar to 1,000 people. Or selling an Online Course in your field of expertise to hundreds of students at \$500 or more!

It's not a fantasy. There are so many Entrepreneurs just like you who are doing it. And I'm one of them! It just requires Creativity, and following the tried and true formula that other Entrepreneurs like me are using.



BOOK A CALL WITH JAZZIE to get more in depth information on any of these ideas you read about here today, and so many more. I have helped a diverse group of professional women begin their Online Businesses Journey. From Clinical Psychologists, to Chefs and Influencers. Your story and your offer will be completely unique. And I'm here to help you make it happen!

Don't feel like chatting? **Take My MASTERCLASS**. This self-guided Mini Course will show you exactly how to begin creating your Digital Products, (the where, the what and how... as well as introducing you to the most Profitable Online Business Models available today) And of course, I'll show you how you can start making your first sales even if you don't have an established audience yet. Dreaming and planning will only get you so far. It's time to take action!



**JOIN THE FACEBOOK
GROUP**

A place where Active and Ambitious Entrepreneurs
Meet to Support Each Other and Share Their Progress!!



ACTIVITY PAGE

Can you see yourself creating any of these Digital Products to offer your community, and enjoying the benefits of having a bigger voice and impact in their lives? It always starts with an idea, and then you build.

So let's Build!

List 3 of your Favorite Ideas For Digital Products

Which one do you think your audience would prefer most, and why?

What's one thing you can do today to get started?

