How To
LAUNCH A
Digital Product
BUSINESS
CHECKLIST

How To Launch a Digital Product Business Checklist

☐ Digital products require zero overheads and there's no need to invest in inventory.

☐ Types of digital product you can start creating:

- o Ebooks
- o Software
- o Courses and video tutorials

☐ Examples of digital products:

- o Graphics, website templates and pictures
- o Films
- o Music
- o Web apps
- o Subscriptions
- o Private memberships
- o WordPress plugins
- o Artwork

☐ To go DIY or outsource?

- o DIY: More control and better result. Takes up your time.
- o Outsourcing: Faster to produce but quality might not be the best. Cost money.
- o Purchase private label material: The quickest way but competing with others who have the same rights.

- ☐ The bare essentials you'll need to run a digital product business:
  - o Domain name: Register with NameCheap.com
  - o Web hosting: Register with BlueHost.com
  - o Payment Processor: PayPal
  - o Product management system: JVZoo, ClickBank or WSO Pro.

- ☐ Creating an ebook
  - o Write it yourself, pay a writer or buy rights.
  - o Outsourcing writing: Odesk.com, Elance.com or PeoplePerHour.com.
  - o Use the 'Gather and Compile' method: Compile al your best blog posts.
  - o What to write about?
    - ▪ What are you an expert in?
    - ▪ Is there an audience out there already?
    - ▪ Niche topics has its advantages: Less competition and lower advertising fees.
  - o Researching for hot topics
    - ▪ View JVZoo's Top Sellers
    - ▪ View Amazon's best selling books in a category of your choice.
  - o Types of ebook you can create
    - ▪ How-tos
    - ▪ Reports
    - ▪ Cheat sheets
    - ▪ Blueprints
    - ▪ Manuscripts

- o Put in the 'WOW Factor'
    - ▪ Take some time when coming up with an ebook title.
    - ▪ Research top selling ebooks in your industry and take note of their titles.
- ☐ Creating Software
    - o Types of software you can create:
        - ▪ Desktop software
        - ▪ Apps
        - ▪ SaaS
        - ▪ Plugins
    - o Outsourcing your software:
        - ▪ Find developers from Elance.com, oDesk.com or PeoplePerHour.com.
        - ▪ Decide on whether you're going to pay per hour or a fixed rate. Recommendation: fixed rate.
    - o Communication and handling of the project:
        - ▪ Be incredibily specific when describing the features and specifications of your software. The more specific, the better the outcome
        - ▪ Create a wireframe using MockFlow.com

- ☐ Creating a Video Course
    - o Tools: Camtasia/ScreenFlow, high quality camera, microphone, backdrop, editing software.
    - o Videos you can shoot:
        - ▪ Video diary style
        - ▪ Interviews
        - ▪ How-to/step-by-step

- 4-week coaching program
- Presentation
- Tips for creating your video course:
  - Read from a script
  - Practice
  - Add music
  - Add an opener
  - Don't overdo the effects
  - Cut between angles
  - Your presentation matters. Dress for success.
- Uploading your videos
  - Amazon S3 for storing videos
  - WISTIA video service
- Optimize your video details to attract traffic
  - Title
  - Description
  - Tags
  - Thumbnail

☐ Creating your offer
- Write persuasive copy using the AIDA formula.
- Make sure your sales page doesn't take the reader elsewhere.
- Use lots of headings and bolding to break your copy.
- Pricing: Look at your target demographic as an indicator. Split-test using Optimizely.

☐ Pre-launch, launch and post-launch phases
- Pre-launch phase

- Build hype on social media, your blog and existing subscribers.
- Discuss your product on forums and Reddit.
- Build hype with your affiliates to get them excited to promote.
- Create pre-launch promotional materials for your affiliates.

o Launch phase
- Post on all relevant social media sites, forums, your blog ad notifiy all affiliates to start promoting.
- Use scarcity for an influx of sales: limit copies and use time limits for your sale.

o Post launch phase
- Continue the buxx around social media by posting regularly and providing value.
- Use PPC.
- Utilize SEO.
- Networking with other publishers in your niche and with other affiliates.
- Experiment with price/sales copy/graphics etc.