



How to Launch a Digital Product Checklist

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Digital products require zero overheads and there's no need to invest in inventory. Here is a quick checklist of what you will need to do to create a digital product, get it online and make sales:

- Types of digital product you can start creating:
 - eBooks
 - Software
 - Courses and video tutorials

- To go DIY or outsource?
 - DIY: More control and better result. Takes up your time
 - Outsourcing: Faster to produce but quality might not be the best. Costs money
 - 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:
 - A website: Try WordPress or Weebly for quickness
 - Payment Processor: PayPal
 - Digital Product management system: JVZoo, ClickBank or Udemy.com

□ Creating an eBook:

- Write it yourself, pay a writer or buy rights
- Outsourcing writing: Upwork.com, Elance.com or PeoplePerHour.com
- Use the 'Gather and Compile' method: Compile all your best blog posts
- Get your eBook cover created at Fiverr.com
- What to write about?
 - What are you an expert in?
 - Is there an audience out there already?
 - Niche topics have their advantages: Less competition and lower advertising fees
- Researching for hot topics
 - View JVZoo's Top Sellers
 - View Amazon's bestselling books in a category of your choice.
- Types of eBook you can create
 - How-tos
 - Reports
 - Cheat sheets
 - Blueprints
 - Manuscripts
- 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

- Types of software you can create:
 - Desktop software
 - Apps
 - SaaS
 - Plugins
- Outsourcing your software:
 - Find developers from Elance.com, Upwork.com or PeoplePerHour.com
 - Decide on whether you're going to pay per hour or a fixed rate. Recommendation: fixed rate
- Communication and handling of the project:
 - Be incredibly 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

- Tools: Camtasia/ScreenFlow, high quality camera, microphone, backdrop, editing software
- 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
 - YouTube
 - Udemmy
 - Amazon S3 for storing videos
 - WISTIA video service
- Optimise 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
 - Launch phase
 - Post on all relevant social media sites, forums, your blog and notify all affiliates to start promoting
 - Use scarcity for an influx of sales: limit copies and use time limits for your sale
 - Post launch phase
 - Continue the buzz around social media by posting regularly and providing value
 - Use Facebook Adverts
 - Utilise SEO
 - Networking with other publishers in your niche and with other affiliates
 - Experiment with price/sales copy/graphics etc