

HOW TO CREATE AND SELL A DIGITAL PRODUCT

A RECIPE FOR DESIGNERS

Ingredients:

- **A Format For Your Product**
- **A Place To Sell It and a Way To Deliver It**

Preparation:

1. Identify the format for your digital product. How will you present the content?
2. Decide how to get it in front of the right audience and let them purchase it. You'll need a method to collect payment.
3. Set up delivery of the product. While the product is still warm, sprinkle with helpful instructions and encouragement.



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PREP: Choose Your Content

This starts with research.

- Spy on questions asked in groups, forums, on Houzz, in comment sections.**

Search for information on your topic and find gathering places where people are discussing it. What comes up over and over? This is a GREAT way to research pain points.

- Who else is doing it? Proof of concept is good! And you can do it *your* way.**

Look at competitors (and this is a nice opportunity to look at their pricing as well) to see what they're selling, where they're selling it, how they're visually branding it, etc.

- Look for topics within your niche that have good Google search volume.**

(Refer back to the previous session—on planning your income stream—for details on researching using the tools below.)

[Ubersuggest](#) | A great starting point for keyword research—either the free version (limited but still doable!) or the paid version. See how many people per month are searching for a topic.

[Google Trends](#) | Get suggested keyword/topics based on your starting point. Find out overall trends for your topics over the course of the year. See what's trending overall in Google search.

[BuzzSumo](#) | Find out which content is shared most and—just as important—see the article titles for inspiration.

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1.

Choose a Format for Your Product ...and Create It

Decide on a format. How will you deliver your information?

For Example: Guide, Tutorial, Checklist, Digital Book, Resource List, Inspiration or Design
This decision comes down to action.

Will a checklist help them take action and get results? A shopping list? Bigger, longer, more words...these things are not necessarily helping them to solve a problem. Keep it efficient.

How will you create it?

- [Canva](#) - Checklists, Guides, Resource Lists | FREE or PAID
- Word / [Google Doc](#) - Checklists, Guides, Resource Lists | FREE
- PowerPoint / [Google Slides](#) - Checklists, Guides, Resource Lists | FREE
- [Photoshop](#) - Checklists, Guides, Resource Lists | PAID
- [Wecora](#) - Shopping Lists and Inspiration Boards | PAID
- [Designrr.io](#) - Digital Books, Guides | PAID

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2.

Choose a Place to Sell and Deliver Your Product

Your Website

Pros: Build authority and keep all buyers in one well-branded place. Have complete control over the process. Lower credit card transaction fees.

Cons: More setup and therefore more upfront investment in time and/or money. You'll need to drive all traffic to the product yourself.

Squarespace

[How to Sell a Digital Product on Squarespace](#)

Wix

[How to Sell a Digital Product on Wix](#)

Shopify

[How to Sell a Digital Product on Shopify](#)

WordPress / WooCommerce

[How to Sell a Digital Product on WordPress](#)

An Online Marketplace

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Pros: Captive audience! People are visiting these platforms looking to purchase.
Quick setup so you can test an idea easily.

Cons: The platform gets a cut and you follow their rules. No real branding—at least where they're purchasing. Your competitors are right there next to you.

Etsy

[Become a Seller](#)

Amazon

[Become a Seller](#)

Creative Market

[Become a Seller](#)

A Third-Party Platform

Pros: Super quick setup.

Cons: Higher credit card transaction fees than your own website.

Gumroad

[Start Selling](#)

Sellfy

[Start Selling](#)

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3.

Create and include instructions, encouragement, and/or ‘how to use this’ documentation.

Add this documentation directly to your deliverable.

Yes, you can create separate documentation and follow up with it...but from a tech standpoint, including it with your digital product is easiest. If it's a video, consider adding a pretty link to an unlisted Youtube video.

Remember, no one is excited about a thing they didn't use.

Support documentation will increase your rates of completion, reduce the amount of time you'll need to spend on customer service, and lead to better ratings if applicable!

You've got this!

—Claire and Nicole