

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:
 - Ebooks
 - Software
 - Courses and video tutorials

- Examples of digital products:
 - Graphics, website templates and pictures
 - Films
 - Music
 - Web apps
 - Subscriptions
 - Private memberships
 - WordPress plugins
 - Artwork

- 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. Cost 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:
 - Domain name: Register with NameCheap.com
 - Web hosting: Register with BlueHost.com
 - Payment Processor: PayPal
 - Product management system: JVZoo, ClickBank or WSO Pro.

- Creating an ebook
 - Write it yourself, pay a writer or buy rights.
 - Outsourcing writing: Odesk.com, Elance.com or PeoplePerHour.com.
 - Use the 'Gather and Compile' method: Compile all your best blog posts.
 - 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.
 - Researching for hot topics
 - View JVZoo's Top Sellers
 - View Amazon's best selling 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, oDesk.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
 - 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.
- 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 PPC.
 - Utilize SEO.
 - Networking with other publishers in your niche and with other affiliates.
 - Experiment with price/sales copy/graphics etc.