

4 PHASE DIGITAL PRODUCT PLAN

How to build a digital product business in an hour per day.

Thank you so much for downloading the Digital Product Plan! We're so happy to help you build your little business into an income stream that gives you freedom to live your life to the fullest.

In 2015 I started a little blog. A few months later, I sold my first ebook. Since then, it's grown from a few dollars to over \$150K in a month. It didn't happen overnight; it took time and dedication.

After a few years my amazing hubby joined me. Through all the amazing blessings and difficult times, God has helped to grow us closer to each other.

Having a digital product business gives us the freedom to travel and live life to the fullest with our three wonderful kids.



With a digital product business, there is no inventory, no manufacturing, no shipping and no spoilage - which keeps our profit margins super high. We can create an amazing product once, and sell it over and over again. And bonus, the digital products are delivered instantly to our customers.

In this 4 Phase Digital Product Plan you'll see the four main phases to grow your business from \$0 to \$100K months. Use this guide to help you stay on track and progress from one phase to another.

If you need additional help in any of the phases, check out [the Printables by Number course](#) that follows the 4 Phase plan.

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Below is Phase 1 of building your digital product business. You'll spend most of your time researching great ideas, creating little products and listing them on your store. The goal of Phase 1 is to make \$100, discover who you are serving, and explore different types of small digital products.

PHASE 1 GOAL : \$100

DAY	TIME	TASK	DETAIL	TOOLS
1	1 Hour	RESEARCH	Use Google, Etsy, Pinterest and social media to find what your customers need.	Google Pinterest
2	1 Hour	INFO	Using a notepad, Word or Google Docs jot down all the information you'll add to your small digital product.	Docs Word
3	45 Min	CREATE	<u>Use premade templates</u> and copy/paste your information in.	<u>Printable Templates</u>
	15 Min	BRANDING	Customize and brand your small digital product to your colors, fonts and images.	
4	45 Min	LIST	Add your new product to your store and use keywords you found during your research phase to optimize your listing.	<u>Printables by Number</u>
	15 Min	SALES	Add your new listing to your sales and promotional funnels.	
5	45 Min	EMAIL	Share your new product with your email list in a promotional email.	Email Marketing
	15 Min	SOCIAL	Promote your new product on all of your social media channels.	Social Media



Get the **Printables by Number** course to implement each Phase with step by step, click by click videos and guides. Over 8,000+ students enrolled.

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Below is Phase 2 of building your digital product business. Once you've reached the goal of the previous phase, you can move on to Phase 2. You'll focus on growing your store listings and applying new promotional techniques. Below is a checklist of tasks you can do to keep growing your store.

PHASE 2 GOAL : \$1,000

#	TASK	DETAIL
1	CREATE MORE LISTINGS	Add more listings to your store. Create your own printables from scratch or use the gorgeous premade templates here!
2	IMPROVE OLD LISTINGS	If a product is not selling well, improve the product, images and description. Optimize with keywords.
3	PROMOTE	Share your products everywhere you can, on social media, on YouTube, in your email list, on your blog, etc.
4	SALES	Setup an abandon cart email and sales emails for your store.
5	ENGAGE	Engage with every customer and every sale you make. Setup email automations for your store to engage with your readers.
6	LEARN	Learn from other successful digital product creators. In the Printables by Number course there are numerous student and store owners success stories to help you grow.
7	BUNDLE	Create a higher priced product by bundling related products together.
8	SELL BETTER	Use tools like Jasper to help you write better sales copy on your product listing, emails and any other promotional content.
9	LOYAL LIST	Build a loyal list of customers by giving them special discounts or freebies for joining your email list.



Get the **Printables by Number** course and create different types of digital products like printables, ebooks, planners, stickers etc. Over 8,000+ enrolled.

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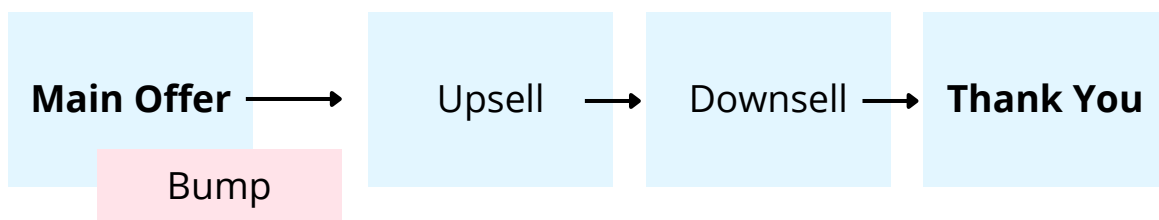
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Below is Phase 3 of building your digital product business. Once you've reached the goal of the previous phase, you can move on to Phase 3. During this phase you'll make a radical shift from store owner to funnel creator. You'll focus on your best selling products and use them to build a profitable funnel.

PHASE 3 GOAL : \$10,000

Day	Time	Task	Detail
Build Funnel	Week	OFFER	Find your best selling product or bundle your products together to create a higher priced offer.
	Week	BUILD	Map out a simple funnel that you can scale. It could be as simple as a freebie and a one time discount offer.
	Week	NURTURE	Create an email nurture or sales sequence to keep your list warm and engaged.
Feed and Analyze Funnel	Continuous	TRAFFIC	Promote your new simple funnel where ever you can. If it's selling well organically, invest in paid advertising.
		ANALYZE	Analyze to find what part of your funnel you can improve to boost your profit margins.

PHASE 3



Get the **Printables by Number** course to learn how to build your first simple funnel and scale to \$10,000 per month. Over 8,000+ students enrolled.

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Below is Phase 4 of building your digital product business. Once you've reached the goal of the previous phase, you can move on to Phase 4. During this phase you'll implement strategies that takes you from solopreneur to business owner. To reach a goal of \$100K per month you'll need a team and smart strategies.

PHASE 4 GOAL : \$100,000

Strategy	Detail	Difficulty
LIST BUILDING	Build multiple helpful freebies to grow your list. Then promote your products through an evergreen email sales funnel.	Easy
AFFILIATES	Build up a team of affiliates for your own products. They make commission and you get new customers on your list.	Easy
PARTNERSHIPS	Build relationships with complimentary businesses in your niche. Share each other's products or freebies.	Easy
SIGNATURE OFFER	<u>Create a high ticket valuable signature offer.</u> Build a strong product and email marketing funnel around it.	Medium
SERVICES	Offer high ticket services on the backend. It could be 1:1 coaching, group coaching or done-for-you offers.	Medium
PAID ADVERTISING	Invest in paid advertising to a proven and profitable funnel. Test out running straight to an offer or to a freebie.	Advanced
TEAM BUILDING	Hire a virtual assistant to help you with repetitive tasks such as customer service, social media management or content creation.	Advanced



Get the **Printables by Number** course to learn and implement advanced strategies to grow your digital product business to \$100K per month.



Get the **Course by Number** course learn how to create and market your signature, high ticket online course.