

the
**Digital Launch
Formula**

Create & Launch Your Own
Profitable Digital Products



By Peter Turner

Why Digital Products?

Although affiliate marketing, in theory, doesn't require you to produce any products or create any content, in practice, most successful affiliates have at least one product of their own so that people are more likely to remember who they are and listen to their recommendations.

Digital products offer the easiest and least expensive entry point for anyone wanting to create their own brand and gain authority in their chosen marketplace.

If you're an affiliate marketer or business opportunity promoter, launching your own digital product could vastly improve your business as it massively boosts your credibility as a reliable source of information.

Some Advantages of Digital products:

- Don't involve inventory. You'll never have to find a place to store your products.

- Don't require shipping. You'll be able to automate the entire process of delivery. Completely hands-free!
- There aren't any costs associated with materials or assembly. With just a few tools, you can create bestselling digital products at no additional cost.

However, as profitable as digital products may be, creating *high quality* digital products is obviously very time consuming.

Even if you're an expert on the topic(s) you plan to cover, you'll likely still spend weeks, possibly months, developing your product and then preparing the sales funnel which will deliver it to your customers..

..and because your digital product needs to offer incredible value, you can't just slap something together haphazardly.

You need every digital product to stand out in your market, generate ongoing interest, and ultimately convert a prospect into a loyal customer.

That's a lot of pressure and a lot of work.

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.. but does it have to be?

In the next few sections we are going to look at some of the top strategies used by successful marketers to create bestselling digital products quickly and easily— and in some cases, in a matter of **MINUTES..**

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DFY Digital Products

Have you ever considered hiring a freelance to create your digital content?

If you have, then you already know how costly that can be, especially if you focus on quality, seasoned writers.

This is why private label rights licensing is so valuable to digital product creators.

The amazing thing about purchasing done-for-you products that come with private label rights, resell rights, or commercial-use licensing is that you are able to eliminate the workload or the need for outsourcing.

Instead, you'll have ready-made products that are yours to edit so that they suit your brand. You can then either sell them and keep 100% of the profits, or, if the plr licence enables you to give the product away for free, use them as lead magnets to build your own profitable email lists for affiliate promotions.

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Over the years, private label content has drastically improved as well as the different content formats that are now available.

For example, you can find everything from full-length novels, courses, video content, printables, and even print-on-demand graphics for t-shirts and other merchandise.

The possibilities are endless, and with so many done-for-you products at your fingertips, you'll be able to cover more ground than you ever thought possible.

The key is to focus on only **high-quality** done for you content.

I know this sounds obvious but you might be surprised at how many digital product marketers simply purchase low-priced content and repurpose it as their own—all with very few customizations or improvements.

Not only are low-quality products hard to sell, but they're incredibly detrimental to your brand.

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You want to establish yourself as a go-to-source for quality, valuable and exclusive content that isn't saturated or found all over the internet (if you want to make any money).

That means that even though you're able to secure licensing to pre-created, done-for-you content, it's always best to repackage it in a way that makes it difficult to identify its original source.

Repackaging strategies you can use include:

- **Creating new graphics for the product**, including overall packaging.
- **Adding new content to the existing info-product.**
Extending coverage and including extra information will separate your product from other versions out there.
- **Ramping up the value.**
You can do this easily by bundling in additional resources such as auxiliary components that extend the training and provide extra tools and information to help minimize the learning curve.

Pro Tip: One of the easiest ways to transform a private label content into a unique one is by offering all the content in a completely different format.

For example, if the private label package includes an eBook, consider extracting the most informative, helpful information from the book and turning it into a complete training program and online course, or use the content to fuel a membership site!

..and finally, you'll want to entirely rebrand the done-for-you product with a new, catchy title.

The best way to look at done-for-you content is that it's best used as a foundation in which you can build a better version of it.

So, instead of using it 'as is', spend a bit of time transforming it into your very own product. Not only will it stand out in your market, but it could easily become one of your flagship products.

ID PLR is one of the best sources of private label content and done-for-you packages online:

<https://clickmarketer.com/idplrdlformula>

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Evergreen & Problem Solving

While this report is mainly focused on how to create digital products quickly and easily, I wanted to include a section on digital product creation best practices so that you're ready to hit the ground running.

To start, you should only create digital products in strong, evergreen markets. This should always be your **main focus** when deciding what types of products to create or the topics you cover.

Evergreen means that there will almost certainly be a large market for your product for many years to come.

Product topics like weight loss, relationship advice, self-help, travel, investing, credit repair and home business are examples of evergreen topics.

This is important because by focusing your attention on creating only evergreen digital products, you will never have to worry that your content will become outdated or irrelevant.

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Even though some of the tools and resources featured in your content may need to be updated as innovations are made and newer resources become available, the heart of your content will never go out of style, or out of date.

In addition, you should always focus each digital product on **problem-solving**.

Problem-solving products are not only far easier to sell, but they serve a clear purpose. This makes it easy to identify and connect with your audience, as well as enabling you to create more targeted marketing campaigns.

Problem-solving digital products often follow a similar format. This “paint-by-number” approach makes it fast and easy to create winning products without creating an entire outline yourself.

For example, with a digital product geared towards solving one specific problem, you would likely begin by creating content in a “how-to” guide format that takes a systematic, step-by-step approach.

These products are fast and easy to create because your main job is to simply break down the information/steps and organize them so that your readers or students can follow along.

In the next section, I'll show you how you can create an unlimited number of evergreen, how-to-style products in a matter of minutes—without having to create them yourself!

The Ultimate Product Creation Shortcut

Would it surprise you to discover that many of the top digital product marketers didn't actually create the content that makes them the most money?

It's true; many of the digital products you love weren't created by the brands that sell and promote them.

They were created by other people—freelance writers, developers, designers, etc.

Does this make those brands imposters? Frauds?

Not at all!

Even the most seasoned author may occasionally hire a ghostwriter to complete a story or a project.

In fact, countless celebrities have turned to seasoned ghostwriters to write their autobiographies and memoirs—many of whom were able to land themselves on the New York Times Bestselling lists.

Sure, the story was theirs—as well as the ideas, perhaps even the outline, but the work itself was brought to life by someone else.

And Hollywood icons aren't the only ones raking it in with ghostwriters.

Tom Clancy, James Patterson, Liam Fleming, and Michael Crichton are just a few bestselling authors in million-dollar genres who have used ghostwriters.

After all, there are only so many hours in the day (and a never-ending to-do list ahead of us), and let's face it—sometimes our creative well runs dry, or we lack the skills needed.

Just know that there's nothing wrong with seeking help from someone with a fresh perspective or a bounty of creative goodness that they're willing to share.

Of course, you can approach outsourcing as an “all in” or “partial” type of thing; it’s entirely up to you and what you’re comfortable with.

For example, perhaps you know your strength is in creating the outline for your digital products, but you feel you lack the skill to bring those ideas to life. Perhaps you aren’t a wordsmith, but you want your digital products to shine.

To accomplish this, you could create a solid, detailed outline and then hire a highly-skilled freelance writer to take that “blueprint” and transform it into a high-quality digital product.

That way, you still had a hand in its creation, and played an integral part in the process.

Or, perhaps you want to work on a few modules of a course, but you want to bring in an expert to cover more ground and help you free up your time.

The point is that you can utilize a freelancer's skills in any way you wish and as much or as little as you need.

Here are a couple of tips when outsourcing your digital products:

- **Create an outline or, at the very least, a summary.**

You'll want to be clear with your expectations and make it easy for your freelancer to bring your ideas to life.

One of the easiest ways to do that is by creating an outline that details your project, as well as the intended audience, preferred writing style, and the overall tone.

The more detailed you are, the easier it will be for your freelance to understand what you're looking for and deliver the highest-quality product possible.

- **Interview Several, Hire One**

When you're new to outsourcing, the best approach is to keep it simple.

Interview a handful of freelancers so you get a clear idea as to the available talent and can browse through an array of portfolios and work history to find the perfect match. Then, hire just one.

You can hire additional freelancers later, but limiting yourself to working with just one when you're starting out will ensure you don't bite off more than you can chew.

You'll be able to manage the project, be readily available easily should your freelancer need you, and see one complete project through before starting the next.

- **Protect Your Brand**

You'll want to consider having both an *NDA* (Non-Disclosure Agreement) and a *Ghostwriter-For-Hire* agreement created that your freelancer can digitally sign using a service like:

<https://www.HelloSign.com> or <https://go.DocuSign.com>

These important documents will help protect your brand and your projects, ensuring your freelancers never share pertinent information with future clients or use your work in their public portfolios.

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Turning Conversations into Cash

In this chapter, we're going to take a close look at one of the **fastest and easiest ways** you can **create bestselling digital products** just by having conversations with thought-leaders and influencers in your market.

You see, people will always tune in to hear from experts. They trust their guidance and knowledge and understand the value of their wisdom and experience.

So, consider how much attention you'd get if you were to create a digital product that's based on an in-depth conversation with an expert in your niche!

And don't worry, you don't have to be an authority in your niche to successfully interview someone who is.

In fact, that's the entire point of contacting experts in your niche and asking for them to share 20-30 minutes of their time. Of course, you'll

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want to offer them a reason for giving you their time—after all, their time truly is money.

And remember, compensation can come in many forms, so even if you're just starting out in building your audience and you don't have a lot of traffic or exposure to offer, you can still find something of value to offer.

Keep this in mind:

Just because they are experts on the subject matter doesn't mean they are *widely known* experts.

Many people have extensive insight on a topic but don't own a website, a product of their own, or even know how to begin marketing their knowledge to the world.

This is where you could bridge that gap between your growing customer base and the expert. It would be a win-win for everyone involved.

So again, you don't have to target the top influencers in your niche trying to land an interview—in fact, that's probably more struggle than it's worth.

Instead, look for people with experience and knowledge, or perhaps they simply have a different perspective to share but who aren't prominently positioned in your market and ask to pick their brain.

You might be surprised just how easy it is to connect with people who have a lot of knowledge to share!

But before you set out to interview an expert in your market, you'll want to have a plan in place. This includes choosing one specific topic.

That way, you can come up with interesting interview questions that you know your audience is desperate to hear without losing focus.

It also makes the entire interview process more manageable when you ask a handful of direct, themed questions, all geared towards solving one specific problem or addressing one central area.

This is when market research becomes so important. You'll want to spend time analyzing your market, studying trends in commonly asked questions, and identifying problems in your niche.

All this valuable data will help you form the questions and entire structure of your conversation and interview with your experts—and you'll be sure to hit a home run with your audience because you'll know, with certainty, what their top questions are.

Finally, partnering with experts allows you to “borrow” credibility.

Just by networking with someone that your audience may already know and trust will help you solidify your brand and position yourself so that you too are soon recognized an authority in your market.

Tip: Write down your questions and read them aloud before the interview.

Make sure your questions sound natural and are worded so that there's little chance for your expert to be confused by the question or to go off track.

And here's another tip:

- You always want your questions to be open-ended so that your expert can elaborate on their answer. Avoid questions that require a simple "yes" or "no" so you can keep the conversation flowing.

Even if your interview is taking place through email, you want to give them clear direction with the questions you ask, ensuring that they fully understand your question. This will prevent miscommunication or the need for further clarification.

At the same time, you should get comfortable asking your expert to clarify points, if necessary, or to expand on topics in the event you are concerned that your readers might require additional information.

Useful Resources

1. **[Trillion Dollar e-Learning Webinar](https://clickmarketer.com/tdelearningdlformula)** – This is a free webinar hosted by a top 1% Clickbank vendor which outlines the 4-step system his students are using to generate life changing incomes by selling digital products.

<https://clickmarketer.com/tdelearningdlformula>

2. **[ID PLR](https://clickmarketer.com/idplrdlformula)** – Access over 12000 PLR ready-to-go PLR products via 1 dashboard.

<https://clickmarketer.com/idplrdlformula>

3. **[100K a Year Made Simple](https://clickmarketer.com/100kayms)** – This is a full case study showing how a highly successful marketer makes 100K/Year by creating simple digital products.

<https://clickmarketer.com/100kayms>

4. **[ClickDesigns](https://clickmarketer.com/clickdesigns)** – This is an amazing graphic design tool you can use to produce pro-level graphics for your digital product funnels.

<https://clickmarketer.com/clickdesigns>