

Create Your First Digital Product & Making

Funnel



Let's start creating and selling your digital products now!

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Welcome!

Creating your first digital product and sharing it with the world can be an exhilarating experience! But, if you don't know where to start or how to market your digital product, it can keep you frustrated and feeling like this online business thing is a waste of time!

You see, I know that you're on the right path, you just need some directions and a little nudge to navigate your way to success! *wink*

That's where this guide comes in!

I'm going to teach you the secret sauce behind creating your first digital product and creating a marketing funnel!

Ready? Let's do this!

Brittany xx

STEP ONE

Creating the Right Digital Product

Creating a digital product is a lot of work, but it can be a great addition to your business if you do it right.

There are many factors to consider when creating a digital product.

It is essential to determine what the product will be, who the market will be, and what needs the product will address. Your product also needs a marketing plan and a sales strategy. You must also create the product itself.

The first digital product I created was too advanced for my target audience. My product helped my audience solve problems once they launched their online business, but most were still brainstorming business ideas. That's a real disconnect, huh?

My first digital product could have been better. To help you avoid my mistakes, I have created a video below!

With this video, you'll find out how to quickly identify your digital product.



[CLICK HERE TO WATCH THE VIDEO!](#)

STEP TWO

CREATE YOUR



MAKING FUNNEL

You may find selling your first digital product challenging if you don't have momentum. It doesn't have to be this way.

If you have the right sales funnel and build momentum, it can be a game changer for your sales process.

However, most people new to the online world cringe at the mention of funnels. Unfortunately, the word "FUNNEL" has been made to appear overly complex. This thought process keeps many online business owners from ever creating a funnel.

We need to rethink sales funnels!

So what the heck is a sales funnel anyway?

It's the process of getting people to buy a product or service by guiding them through the journey from awareness to purchase.

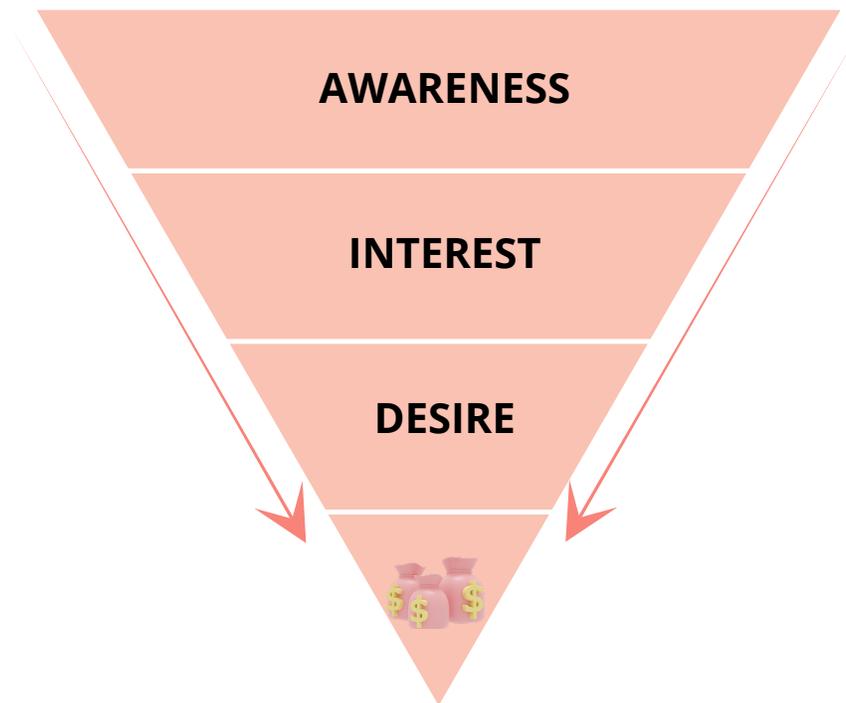
Businesses need to understand their customers' journeys, as this helps to identify opportunities to improve the customer experience and increase the likelihood of making a sale.

REMEMBER

Having a sales funnel, a.k.a. a customer journey, doesn't guarantee that everyone will complete the journey or purchase your digital product. Some people will inevitably drop out of your funnel as your ideal audience makes its way through it.

FUNNEL *Breakdown*

The customer journey can be thought of as a map or path that a customer follows as they progress through the process of considering and ultimately purchasing your product or service.



AWARENESS A brand begins the sales funnel by capturing new audience members' attention with marketing content and/or a valuable offer.

INTREREST Knowing the prospects' goals and/or problems can help the brand develop a deeper relationship. As a result, they can experience "quick wins" and become more engaged.

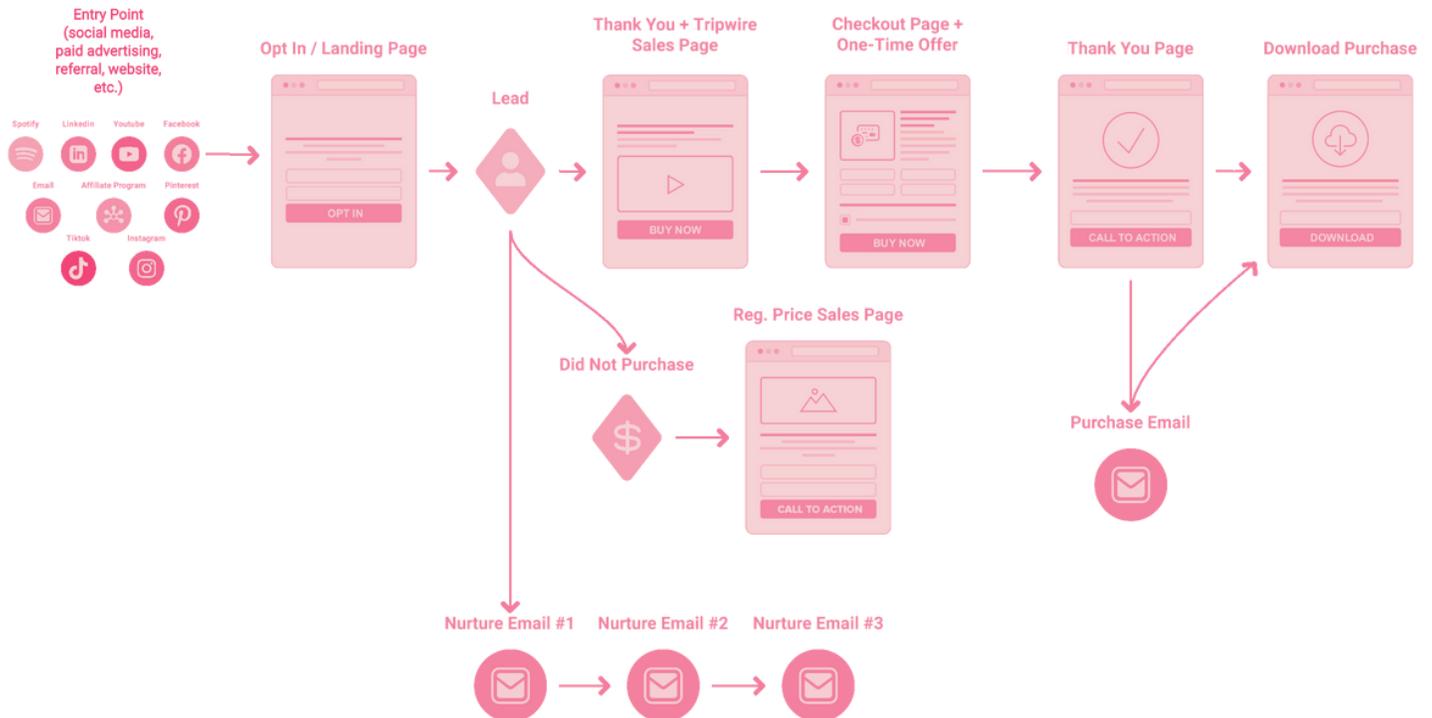
DESIRE In this third stage of the sales funnel, consumers are convinced that a bigger problem exists. In addition, they may purchase a solution. This is where brands show how they can overcome this pain point.



The final stage of the sales funnel involves prospects purchasing (or not purchasing) the brand's products. Remind your audience of the downsides of not buying.

TRIPWIRE *Funnel*

Let's dive into the first money making funnel every digital product business owner needs.



THE FRONT-END OFFER: This is the initial offer designed to generate leads. It can be a free ebook, a webinar, or some other type of lead magnet.

THE TRIPWIRE UPSELL: This is an offer made to leads after they have taken the front-end offer. It is usually a low-tier product or service related to the front-end offer.

THE ONE-TIME-OFFER: One-time offers are not usually sold on your site or are on sale at a discount. The OTO needs to relate to the overall funnel. This opportunity to buy this offer is presented at the checkout page step of the tripwire.

WHAT'S *Next?*

Now that you understand lead magnets, digital product ideas, and how to use a money-making funnel to power sales, it's time to get started!



The Digital Product Toolkit

The Digital Product Toolkit program includes all my best strategies, plus tons of templates to help you make your first digital product successful!

YES, LET'S MY DIGITAL PRODUCT!