



*Free Roadmap*

# CREATE AND SELL YOUR FIRST DIGITAL PRODUCT



# Hey, you!



Ready to **create and sell** your first digital product?

You don't want to create something that nobody is going to buy. It's time to follow a strategic process so you can create a profitable digital product for your blog or side-hustle.

Follow this process has led me to make over \$18k from \$10 digital spreadsheets.

Let's get started!

XO,  
Addi



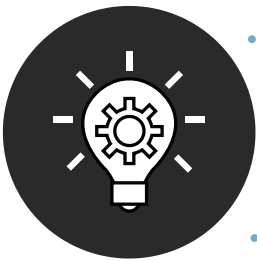
## #1 - Foundation

Dig deep with who you serve and what they are struggling with before you create anything.



## #2 - Your Solution

This will be unique to you and will help your audience overcome a pain point they are experiencing.



## #3 - Product Ideas

Decide on the most effective way for your audience to get the transformation.



## #4 - Validation

Earn money with your digital product before you even create it.



## #5 - Creation

Once you have made sales it is time to create the product so you can launch it.



## STEP 1: FOUNDATION

You need to narrow down who you help and how YOU can help that specific person. You can use this template:

"I help (insert target audience) stop (insert problem they are experiencing) and start (insert result they want to achieve)."

Who do you want to help? Why do you want to help them?

Don't just guess what your audience wants, ASK them. You can do this through surveys, polls or hopping on a call. Ask them open-ended questions so you can hear about their struggles in their own words. What are their top 3 pain points?



## STEP 2: YOUR SOLUTION

Now that you know what your audience is struggling with, you can provide them with a solution. Think about the transformation YOU can specifically provide them with.

- What is their #1 problem?
- Why haven't they solved this problem already?
- What mistakes are they making right now?
- Why should they buy from you?
- What results have you gotten?



## STEP 3: PRODUCT IDEAS

Your goal is to create an irresistible offer for your audience, so it is a no-brainer to purchase it. Your offer will be their solution.

- How will you deliver it?
- How does your audience consume content?
- What is the most effective way to give them a transformation?

What kind of product will you create? Here are some ideas:

- Online course
- eBook
- Templates
- Spreadsheets & trackers
- Recorded training
- Membership site
- Paid email course
- Workbooks
- Printables
- Graphics
- Scripts or proposals
- Virtual workshops
- Training tutorials
- Video series
- Audio series
- Checklists
- PDF guides

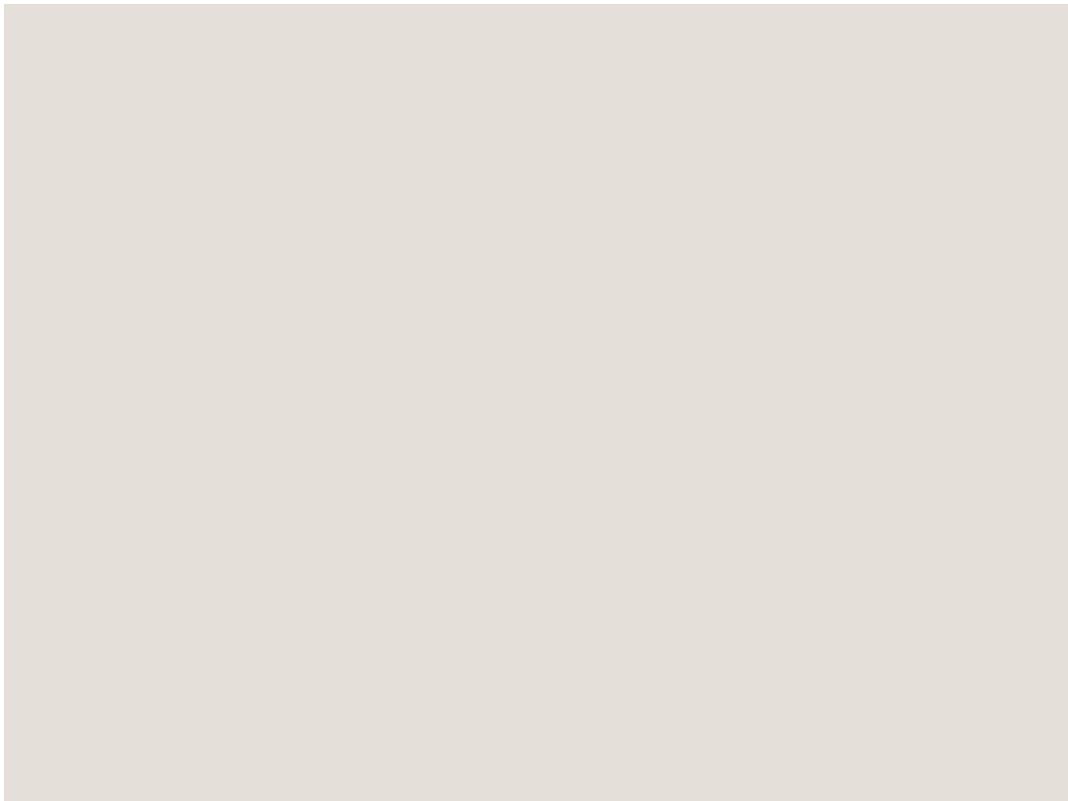
Outline what you want to include in your product:



## STEP 4: VALIDATION

You want to start earning money **FIRST**. This means pre-selling your product **BEFORE** you create it. If you get enough sales you will then move onto the next step to actually create it. This validates the offer and prevents you from wasting time creating a product that doesn't sell. This can be done with a simple email sequence telling your audience that you are opening it for beta.

You want to keep this as simple as possible. You can pre-sell it to your email list and send them directly to a checkout page. You don't need to invest in a bunch of software. Plan your tech stack below:





## STEP 5: CREATION

Once you have validated the offer and made sales, it's time to actually create the digital product. You can then get testimonials and do a full launch for your new offer.

Break the product down into phases and create a timeline for yourself. Doing this will help to hold you accountable and on track to have the product delivered to the people who bought it during your pre-sale. Don't forget to give yourself due dates,