

# The 6-Step Checklist for Selling Your First Digital Product

WORK LESS, MAKE MORE MONEY. HERE'S HOW TO START BUILDING YOUR PASSIVE INCOME STREAM WITH DIGITAL PRODUCTS.

THE  
LEAP





You're a content creator with a 👁️👁️ dedicated audience, but let's be real: you wish you were making more 💰 money. One of the best ways 👍 to do that is to make and sell a 💻 digital product.

Requiring only some 🛠️ upfront work, selling digital products can be a great way to make 😊💰💰💰 passive income. Want to create your own product and start earning?

Here's your 🧭 guide!



# What kind of digital products can you sell?

A digital product is anything you can sell online that your customer can download instantly. While it requires a one-time investment to produce the product, you can sell it repeatedly with no extra work — since it's an intangible product. No matter your niche or skill set, you can create all kinds of digital downloads to sell to your audience.

HOW TO PICK A DIGITAL PRODUCT TO SELL, ACCORDING TO CONTENT CREATOR MELISSA BAILEY



- Keep it niched.
- Know what your ideal client is struggling with.
- Provide a clear and quick path to transformation through your digital download.



Here are some examples of what you can sell:

- **Templates**

No matter what your niche is, there's a template you can build to make others' lives easier.

A template is designed to help users achieve a certain task (whether that's budget tracking, event planning, or job hunting), offering them a place to start. It's one of the most valuable products you can offer, allowing you to distill your expertise into an easy-to-use resource.

- **Ebooks**

From e-cookbooks, to self-help manuals, to exam study notes, you can write and sell an ebook to share your knowledge with others without having to go the traditional publishing route.

- **Online courses**

Every creator has something to teach their audience. Even a beauty influencer or a gaming streamer can teach their audience a lot about content creation or running a creator business. A mini-course or a fully fledged online course lets you share that knowledge with others, and allow them to learn at their own pace.



- **Guides and tutorials**

As a simple and lightweight alternative to an online course, you can spin up a bite-sized guide or quick tutorial on something you're an expert in. Don't worry about an elaborate filming setup or a detailed lesson plan. The goal here is to create a resource that's easy for you to build, and even easier for others to consume.

- **Digital tools**

Whether it be a project management spreadsheet, mortgage calculator, or photo-editing preset, by creating digital tools, you can help others achieve a specific goal more efficiently than if they were to do it on their own.

- **Downloadable prints**

Love to paint? Or maybe you're a photographer or graphic designer? Selling digital files of your art is a great way to share your creations, without having to handle printing on your end.



# Why creators should sell digital products

When talking about making money as a creator, selling digital products might not be the first thing that comes to mind. While you might be more familiar with traditional monetization methods like brand partnerships or ad revenue, consider branching out into digital products to increase your earning potential.

IN THE WORDS OF CONTENT  
CREATOR MICHELLE HENDERSON,

“[With digital products,] you can easily add value to people while making passive income, getting paid over and over from one-time effort.

Don't wait until you're big to make a digital download. No matter what the download is, you have knowledge that someone else doesn't know.”







## Here are just a few benefits of selling your own digital products:

- 1. It's a cheap investment.** With a digital product, you only have to put in time to create it *once* and can then sell it over and over.
- 2. More profit.** Since it costs so little to create a digital product, you get to keep more money than selling physical goods.



**3. No supply chain.** How many times have you heard someone shrug and say “supply chain issues?” Physical products need to be manufactured, stored, and shipped to customers. With digital products, though, there’s no supply chain! Once you’ve created your product and uploaded it to an online storefront, you’re ready to start selling it to customers worldwide. No warehouses or shipping required.

**4. You’re in control.** The dreaded algorithms of social media platforms can negatively impact the performance of your content almost overnight. Not only that, but many of your revenue sources — from ad revenue-sharing programs to creator funds and brand deals — aren’t always the most reliable. With digital products, you can have full control over your content, own the relationship with your audience, and decide how you monetize your work.

**5. You’re adding value to others.** Whether you’re selling a resume template, a travel guide, or a mini-course about the art of hosting, you are helping customers meet their needs — and that can be very fulfilling.



# 6

## Steps for Selling Your First Digital Product

So you're convinced — you want to sell digital products. Congratulations! You're about to unlock a whole new revenue stream.

Here's a simple, step-by-step guide for selling your first digital product, no matter what you want to create.



1

# Research

**Before you start working on your digital download, you need to know if it has the potential to sell. You wouldn't want to put time and effort into a product that won't sell.**

Use a tool like Google Trends to search for keywords linked to your product (e.g. "resume templates," "Reels editing course").

- ☐ Scope out your competition online. Find out what kind of products others are selling and how much they're charging.

If the competition is too fierce, try narrowing your product's focus or picking a different market entirely.

Consider seasonality. Depending on the product, some times of the year may favor sales more than others. Avoid products that are too seasonal if you want consistent income.



2

## Create your digital product

**Now that you've done the research, start creating — you know, that thing that you're great at!**

Make sure the product you're creating fits your niche and skill level.

Start small. Make a bite-sized product like a template, a mini-course, or a guide. Don't attempt to create your magnum opus right at the start.

Save costs by using free tools like The Leap to build your digital product!



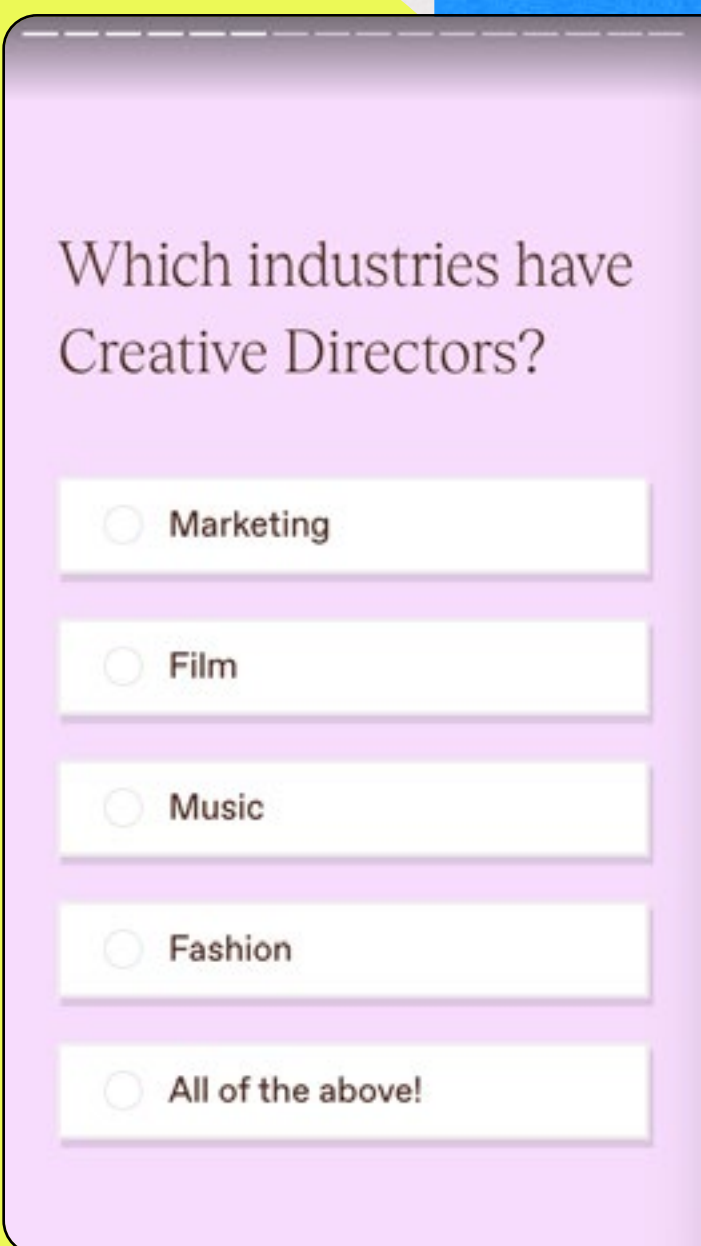
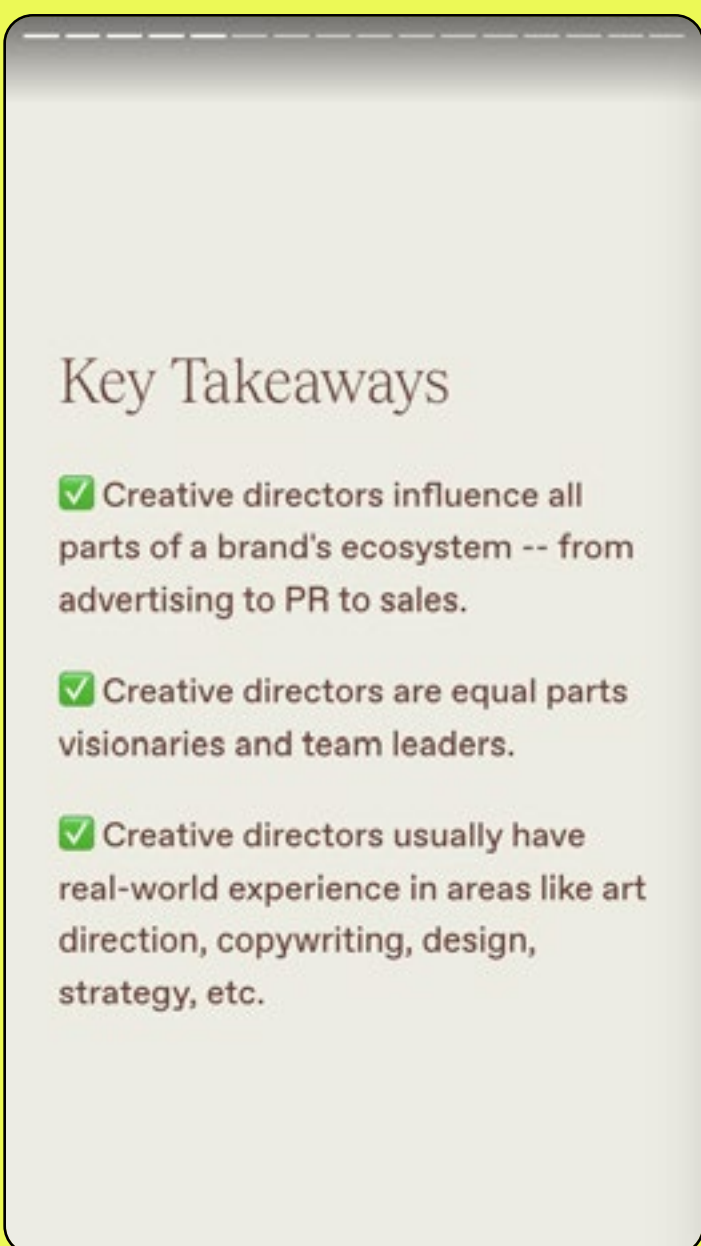
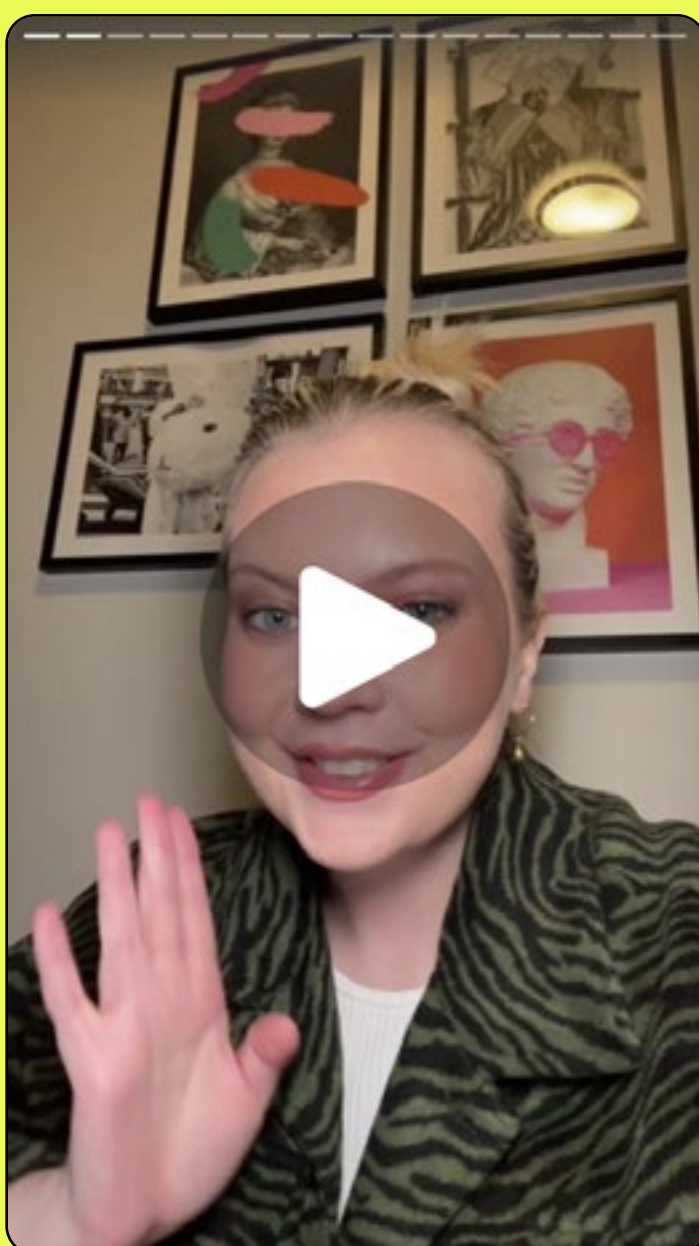


# Build your digital product with The Leap

The Leap is a free, AI-powered tool designed to help you bring your digital product ideas to life in minutes. Whether you're looking to create a mini-course, tutorial, or guide, The Leap walks you through the process step by step. Simply punch in your expertise on The Leap, and it'll generate a list of product ideas and even a draft to help you get started.

Even better, The Leap doubles as a link-in-bio storefront tool, allowing you to sell your digital products, promote your content channels, and share your most important links all from one place.

[Try The Leap free](#) to create and sell your own digital product. 😊





3

# Set Up Your Online Store and Launch Your Product

Once you've created a digital product, you've got to find a way to sell it. Instead of using an expensive website builder or a marketplace platform that takes a huge cut of your revenue, you can set up a link-in-bio storefront on The Leap — for free!

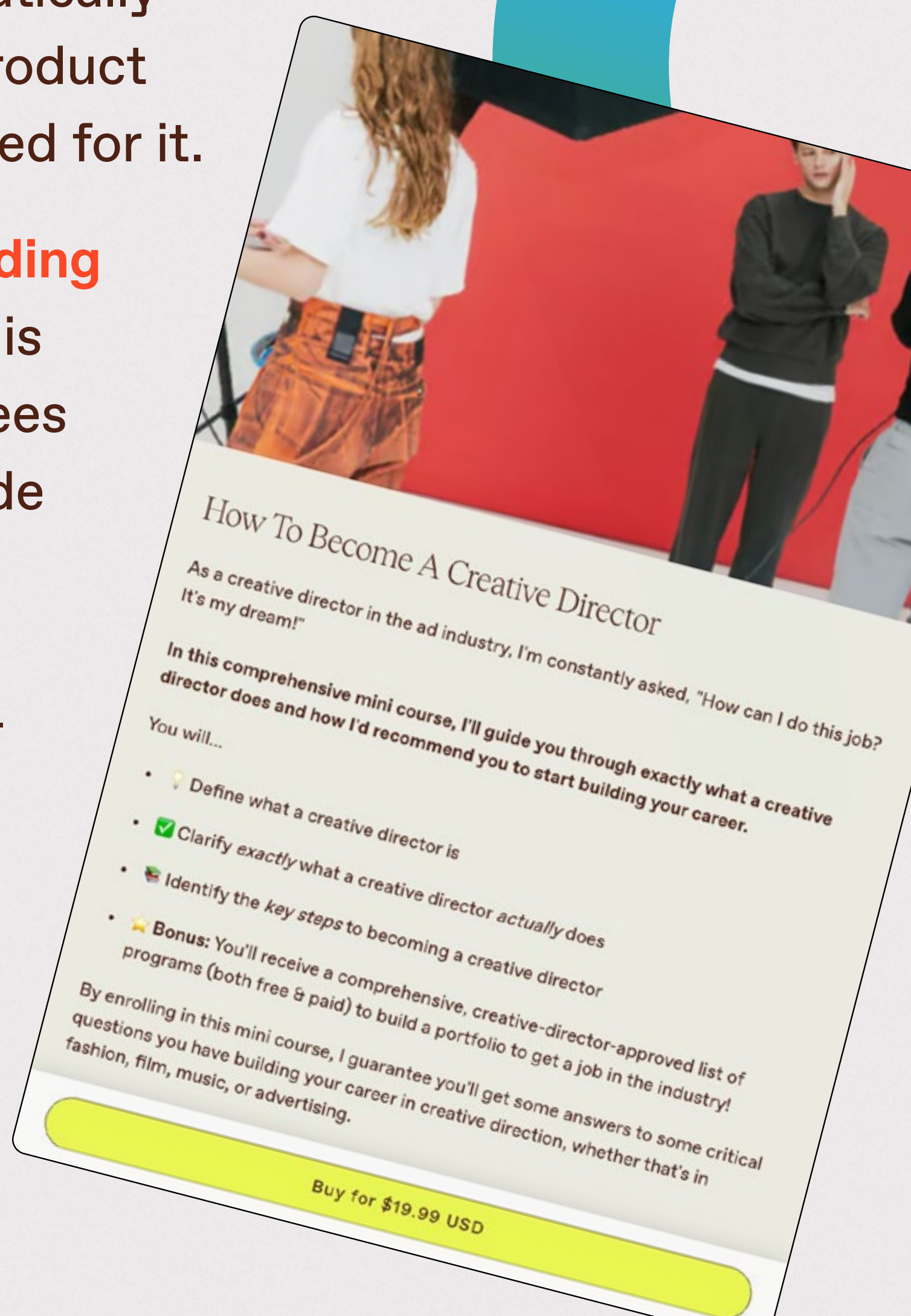
Follow these steps to launch your online storefront on The Leap:

## Add your digital product to your store.

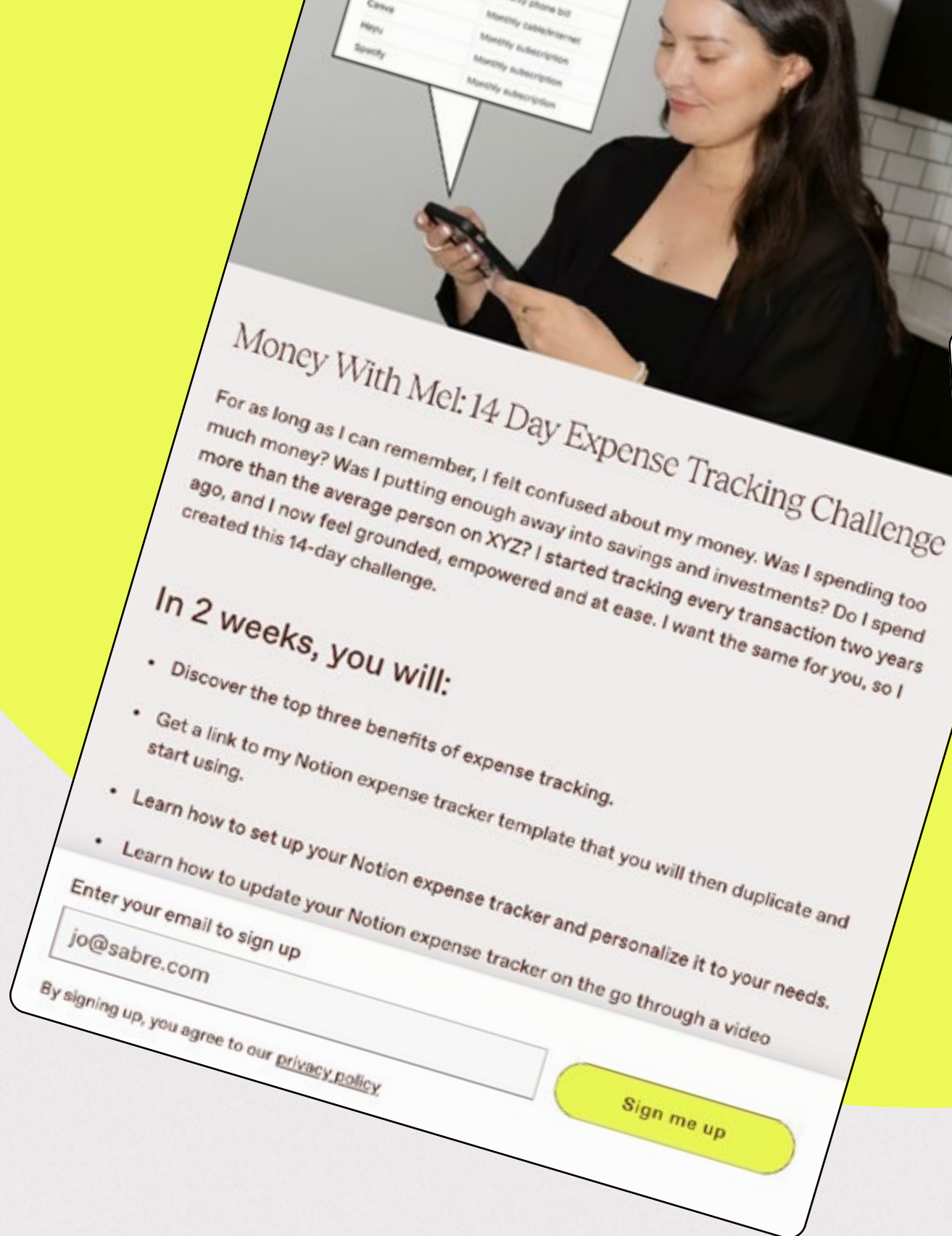
When you use The Leap to build your product, you'll automatically get a sales page (or product landing page) generated for it.

## Edit your product landing page.

This sales page is what your audience sees when they try to decide whether your product is right for them. Be sure to upload an eye-grabbing image and write a compelling description here.







**Pricing**

Setup your payment methods to publish and start selling your products

[Setup payments](#)

☐ **Lead magnet**  
Offer your product in exchange for email address

☒ **Fixed price**  
Sell your product for a price of your choosing

Amount\*

USD\$ 12

☐ **Pay what you want**  
Allow each customer to choose their own price

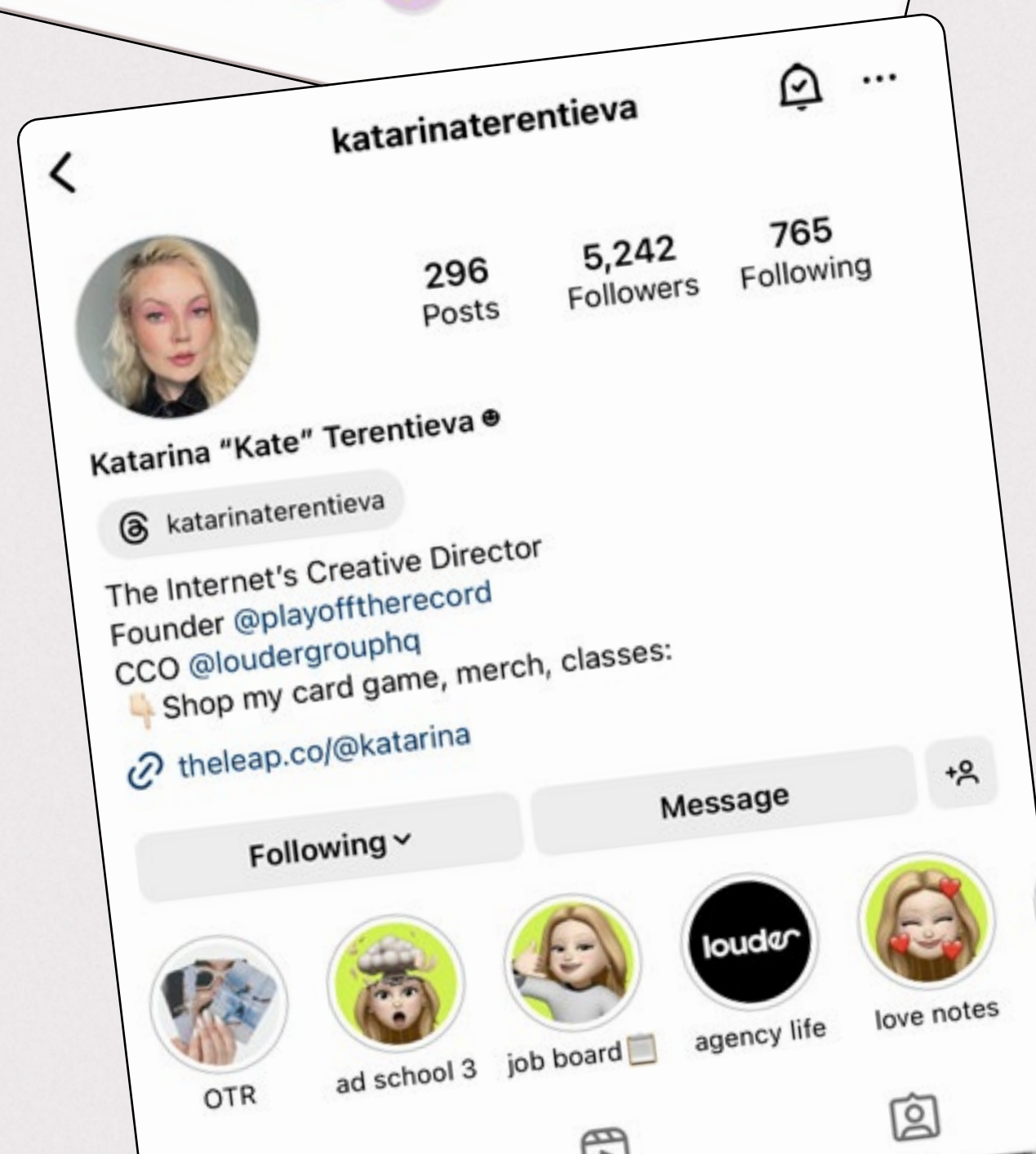
**Set your price.** With The Leap, you can set a fixed price or allow your customers to pay what they want for your digital products. You also have the option to give them away as lead magnets (or freebies) in exchange for someone's email address.

**Customize your store.** Finish setting up your storefront by writing a short bio, adding your social links, as well as uploading a profile picture and a cover image. There's a variety of themes available on The Leap to help you make your store truly yours.



**Share your store.**

It's time to make your storefront live! Paste your storefront link in your bio across your social and content channels, so your audience can find it easily.





I've got an existing digital product.  
Can I sell it on The Leap?

Totally! You can sell any digital download on your Leap storefront, including those built elsewhere. To add your product to your store, simply paste a link to wherever it's hosted.

Not only that, but you can also add store cards for your newsletter, podcast, affiliate links, and more to your Leap storefront, making The Leap your one-stop shop for just about anything you've got to offer your audience. 🥳 [Launch your storefront on The Leap today.](#)





## How should I price my digital products?

Asking your audience to pay for something that you built can be intimidating at first, but you shouldn't worry! When you put time, care, and attention into your digital products, your audience will see the value and be happy to support you. And if you're unsure how much you should charge for your digital product, consider the value ladder strategy.

The value ladder concept is simple: you offer a series of products or services, from lower to higher value and price points.

Let's say you're a fitness creator. You could offer a free workout plan in exchange for someone's email address. Then the next rung of your ladder could be a \$20 meal-planning mini-course. After that, you could use The Leap's "Ask Me Anything" feature to charge a higher fee for individual mini-consultations.

Just like that, you've created a series of products that appeals to anyone in your audience, no matter how much they're willing to pay.

[Try The Leap free today](#) to start building your value ladder. 💰



4

## Promote Your Product Through Content

**As a creator, you've got something a lot of new businesses don't: an audience who can be turned into potential customers. Make sure you're putting your product in front of your followers.**

Whenever appropriate, include a mention of your digital product in your content.

Include calls to action (CTAs) in the descriptions or captions of your content to direct your audience to your online storefront.

Include a link to shop your product in your [social media bio](#).

Create content about the kind of product you're selling. If you've made a resume template, post content about "the best tips for writing a resume" to attract potential customers.



5

## Build an Email List

Building an email list is still one of the best ways to get recurring success and income as a creator. Instead of hoping that your content gets picked up by the algorithm of social media platforms, you can guarantee that it goes directly to your audience's inbox.

Offer free resources (or freebies) in exchange for someone's email address. You can do this with [The Leap](#) by setting your digital product as a "lead magnet."

Pricing

☒ **Lead magnet**  
Offer your product in exchange for email address

☐ **Fixed price**  
Sell your product for a price of your choosing

☐ **Pay what you want**  
Allow each customer to choose their own price

Send out a newsletter regularly. It's important to stay on a potential customer's mind.

Encourage your audience to sign up. Promote your newsletter on your content channels to turn your audience into your email subscribers.



6

## Dip Your Toe in Paid Advertising

**To succeed as a creator, you'll need organic traffic — people finding your content through searches and word of mouth. But paid advertising can help drive new customers to your product directly, without first going through your content.**

Try advertising on your social platform of choice. If you're on Instagram, look into sponsored posts. If TikTok's your jam, try ads there.

Advertise on social platforms that you're not on. You might find yourself a new audience.

Look into Google Ads. Ever notice how the first few search results on Google are always ads? You can have your own digital product show up there.

Sponsor other creators. Reach out to smaller creators, learn what their rates are, and see if it's worth advertising on their channels.



MORE TIPS TO PROMOTE YOUR  
DIGITAL DOWNLOADS FROM CREATOR  
MELISSA BAILEY

1. Hype your audience up before launch.
2. Build a waitlist.
3. Create a strong sales page to funnel customers on autopilot.
4. Build and execute a launch plan via social media and email.
5. Continue to promote and sell your digital download after launch.





# TL;DR

Selling a digital download is a great way to generate passive income from a one-time investment of time and resources. That means more money coming in for less work, and more time spent on doing what you love.

**Ready? Here's a checklist to help you start selling online:**

**Do your research.** Use a tool like Google Trends to find keywords related to what you want to sell. Scope out your competition to see what others are selling and how much they're charging.

**Create your digital product.** Make sure it fits your niche and skill level. Start small by building your product with a free and intuitive tool like [The Leap](#).

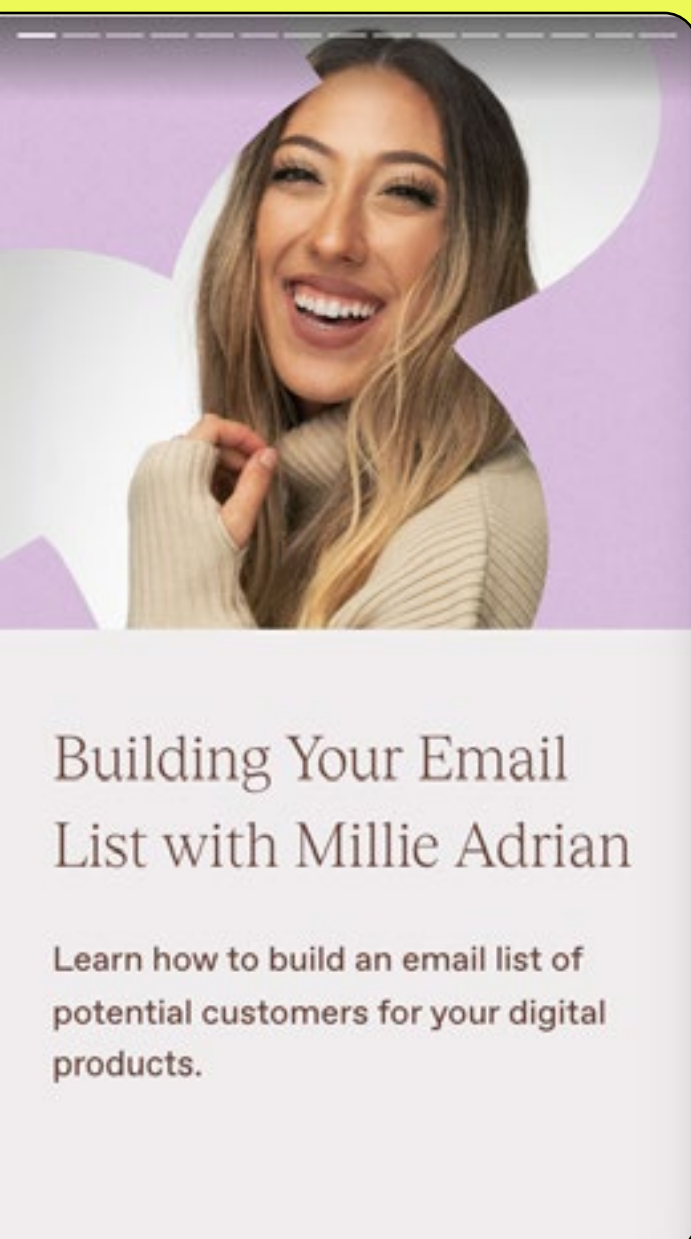
**Set up an online store and launch your product.** Use [The Leap](#)'s online storefront to sell all kinds of products, promote your content channels, and share your most important links.

**Promote your product through content.** Add links to shop your product in your social media bio, and mention it in your content.

**Build an email list.** Offer some of your digital products as freebies in exchange for someone's email address.

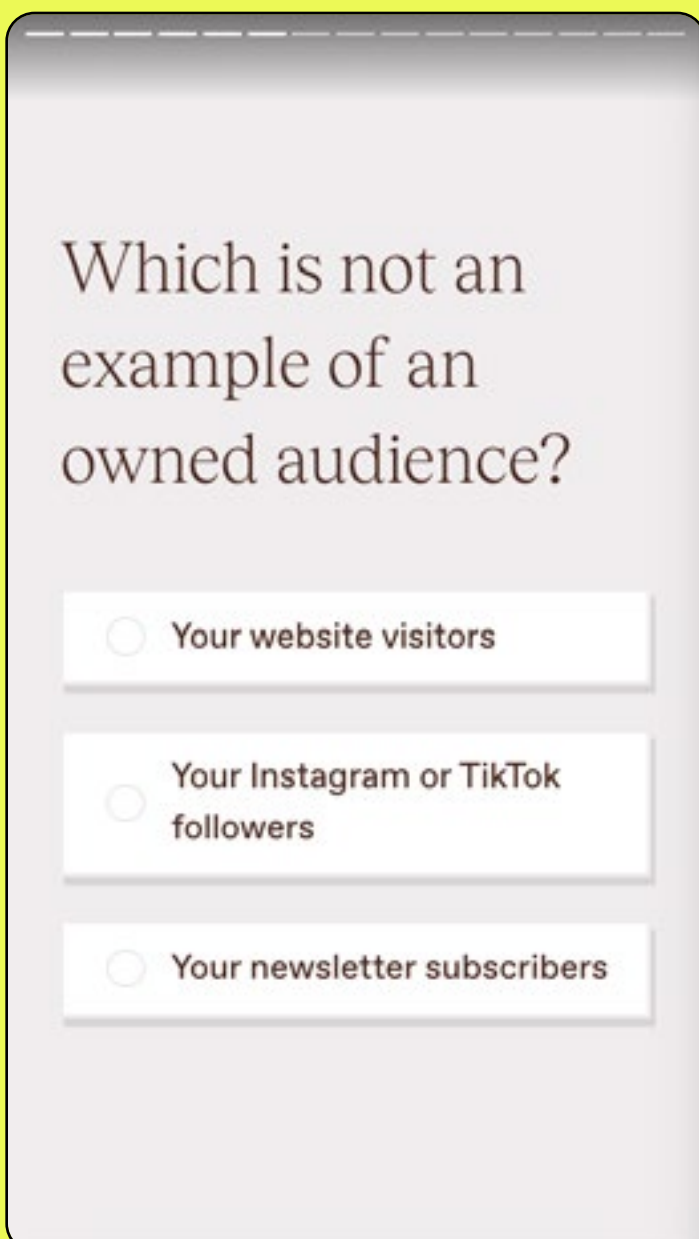
**Use paid advertising.** Put some money behind your product to reach a wider audience, whether that's through Google Ads or sponsored social posts.





### Building Your Email List with Millie Adrian

Learn how to build an email list of potential customers for your digital products.



Which is not an example of an owned audience?

☐ Your website visitors

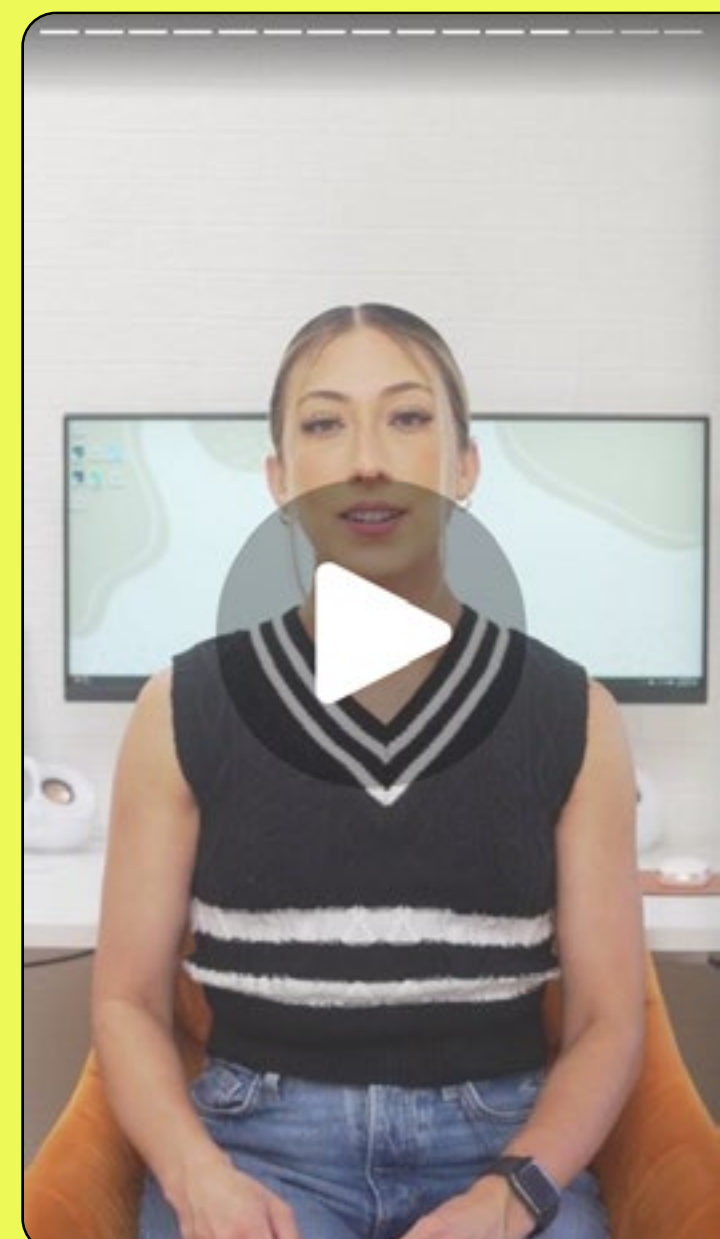
☐ Your Instagram or TikTok followers

☐ Your newsletter subscribers



### Part 1: Understanding the Importance of Owning Your Audience

Move from a "rented" to an "owned" audience to make selling digital products easier.



# Your new favorite tool for selling digital products

[The Leap](#) is your go-to platform for everything you need to create and sell digital products. Powered by AI, The Leap takes the guesswork out of building digital products, helping you bring product ideas to life in minutes.

But wait, there's more: The Leap also offers audience analytics like sales and leads reports, giving you the data you need to create products that'll fly off the (digital) shelves.

[Try The Leap to sell your own digital product today](#) — it's free!

TRY THE LEAP FREE





Want more tips for making money online as a creator? Make sure to [subscribe to The Leap's weekly newsletter.](#)

