The Passive Income

STARTER KIT

Welcome!

Hi!

I'm SO excited you're here and taking a step towards creating passive income for yourself. It's life changing!

I was where you are. Ready to make a change and not 100% sure where to start but taking action anyway. When I launched my very first $67 digital product I made $10,377 in just TWO weeks.

This e-book is designed to be a step-by-step process to help you create your digital product from idea to launch day. It's also something you can work through at your own pace. You don't need to create your digital product today! Take it all in, do the steps, and you'll be golden.

I can't wait to see where this takes you. Don't forget to <u>DM me your wins on Instagram!</u> I want to celebrate with you.

Your Niche

I know, I know, don't leave yet!

Here's the thing about having a niche. Your niche isn't the content topics you talk about, it's the problems you solve. Your audience isn't going to give you their credit card just for fun, they are going to buy from you IF they know you can solve a problem for them. So don't think you're going to get boxed in with your content, you won't!

Why should you niche down?
- It's the BEST way to stand out on Instagram. Think about it this way... There's SO many people talking about the same topic as you but if you are more specific on the problem you solve for your audience, that is going to set you apart.
- It will be easier for you to make money because you know exactly what you provide for your audience.

Your niche is the sum of 3 things:
1. Your life experience. What have you gone through in your life that brought you to this point? What in your life led you in the direction of starting this new online business?
2. Your expertise. What are you really good at? What do your friends text you about asking for advice? That's a good and easy place to start! This could also be from any certification you have or what you went to school for. (You don't need a degree though, don't worry!
3. Your passion. What are you obsessed with talking about? Creating content as a business owner is never ending so if you LOVE talking about something, that's a good sign you won't get tired of it.

You want to find the middle of those 3 pieces because again, you will be creating content forever as a business owner! You want it to be something you're good at and love talking about.

You don't want your niche to be too broad because your audience won't know your specialty. You also don't want it to be TOO specific to where you are reaching too small of a group of people.

Non-specific niche: "I help people eat healthy"
Specific niche: "I help women lose weight without giving up delicious food"

Ideal Client

Now that you have your niche and you know what problem you solve, you want to figure out who your ideal client is and what their desires are.

Like I said before, people buy to solve a problem. Your ideal client is the person you solve that problem for! This is not the same as your demographic. It's the exact person your digital product will help.

They don't want to know all the features of your product, they want to know what their life will be like AFTER they buy your product! Aka the transformation or the end result.

For example, if you are a fitness coach and your ideal client wants to lose weight, let's say 10lbs. They don't want to lose 10lbs just to go from 150lbs to 140lbs. They want to lose 10lbs because of what they believe they will feel like as a result of losing 10lbs. Maybe their clothes will fit better and they'll feel a lot more confident going out with their friends on a Friday night. THAT is what they're buying! The outcome, not the features.

Features: 10lbs
Outcome: Feeling more confident in their clothes

So you want to get in the head of your ideal client. What do they want to accomplish? What are their goals and desires?

Once you have that, what is keeping them from achieving that? What are their problems and what are the symptoms of those problems? Aka what are they actually experiencing day to day that if they bought your product, all of that would go away.

Task: write down 5 things your ideal client wants to say goodbye to and 5 things they want to say hello to!

Your Product

Yay! You're another step closer to deciding what product to create for your audience. You have your niche and know the problem you solve AND you know your ideal client, now you just need to create an irresistible offer.

First, you want to make sure it's a product your audience WANTS. If they want it they are going to be happy to buy it.

How do you know if your audience wants it?

You want to start out by doing research. Research on your audience and your niche. When I created my first digital product I took note of what my audience was asking me about in direct messages and comments. The question I got over and over is "how do you create your reels?" and "how do I get more views on my reels?". So I knew creating a digital product about reels was going to be a homerun.

So ask yourself this...
- What does my audience ask me about?
- What are the objections my audience has about what I teach?
- What do my 1:1 clients ask me about the most?

Once you have the answer to that question, find the commonality! That is a good indication that your audience would love your digital product and you can decide WHAT it's going to be about. This isn't what the name of your product is going to be, we're just focusing on the topic and what it's going to be about.

Examples:
- Helping busy moms make delicious recipes to support their weight loss that their kids will still love
- Teaching women how to budget and invest for a wealthy future
- Helping online business owners make more money passively through Pinterest marketing

Those aren't actually titles, they're way too long! But they are topics that would be profitable and solve a clear problem.

Names that Sell

Ahhh we're getting closer! You know the problem you solve, you know who your ideal client is, you know WHAT your product is going to be about. Now it's time to give it a name.

What's in a name? Well, a lot actually.

Here are some things to keep in mind when naming your product:
- It should be obvious. If your ideal client doesn't know exactly what it is, they probably won't buy. So don't worry about making it catchy or clever, the simpler the better. Confusion kills conversion so make it very clear to them!
- Include trigger words that will entice them to buy. For example, adding in numbers has a super high conversion rate because it triggers something in people's brains about the value.

Trigger words:
- Quick
- Easy
- 30 days, 1 day, 30 minutes
- 101
- Ultimate
- Guide
- How to

An example of a digital product name that wouldn't sell well is "my favorite at home workouts". It doesn't say much and doesn't speak to any kind of result.

What you would name it instead so it SELLS is: "Ultimate at home workouts under 30 minutes"

See how that speaks to a result and something a buyer would desire? That's the key! Don't overthink it too much. Think about your ideal client and what they are looking to buy and try to keep it short and simple. Pinterest has a lot of good ideas and inspiration! Don't copy anyone else's but use it to get your creative juices flowing.

Product Type

Now it's time to create your product and decide on a format! There's lots of different options for you to choose from. I started with a mini course but you can choose whatever you'd like. I do think PDF guides are the easiest, especially if it's your first product, but it's up to you!

Here are some ideas of digital products:
- Mini courses
- PDF guides / E-books
- Templates
- Art prints
- Charts
- Workshops
- Spreadsheets
- Presets

Once you know what you want to create, it's time to get to work! If you are creating a PDF guide, I highly suggest using Canva. It is the easiest to get started and they have tons of templates for you to choose from. Just search whatever you're looking for an you'll find different templates.

Here are some ideas to get you started:
E-book template
Checklist template

Pricing

First things first, there's no perfect or magic number. You can always start at one number and change it later, that is completely up to YOU.

It's a good idea to start with something under $100. The key here is making enough for you but also exceeding the value to someone who buys. You will also most likely have more success selling an e-book under $100 vs. over $100.

Typically digital products that are over $100 are bigger courses.

You want to take into account pricing psychology. Ending your pricing in a 7 or 9 is statistically better. Someone is more willing to buy something for $97 or $99 more than they're willing to buy something for $100.

I recommend having a launch price to entice more people to buy in a shorter amount of time! You could launch your product at $37 for the launch and then it goes up to $67 full price.

Again, the value should exceed the price. You want people to say "wow that was only $67?!" because then they'll be just as excited to buy your $500 offer later on as you create more digital products.

Product Format

Okay now it's time to map out your product and the contents! There's a lot of ways you could do this. Post it notes, Google doc, notebook, etc.

1. Think of EVERY possible step someone could need to accomplish the end result of your digital product. This doesn't have to be in order yet.
2. Brain dump! Write it all down so you can see it in front of you.
3. Arrange it in an order that makes sense from beginning to end. You can either organize it into sections with "lessons" underneath or you can have them be individual lessons like this PDF guide you're reading now! Or if yours has a timeframe attached to it like "30 days" you can have each day be a lesson.
4. Once you have everything written down in a way that makes sense, you can start mapping out what you want to talk about in each lesson! I like to do this by having bullet points first.

Don't overthink this process. Write your digital product just like you would if you were talking to a friend and helping them with the problem it solves.

Once you have everything all you need to do now is just put it into Canva! That's why I love brain dumping in Google Docs because you can just copy and paste everything in super easily. That's exactly what I did with this PDF.

Building Hype

YAY! Your digital product is done and ready to go. I'm so excited for you! This is the start of something amazing.

Now you want to start building hype around your offer so your audience starts to get excited about it. For low ticket offers, having 1 week for launch hype is plenty of time. If it's too long you'll most likely lose people and they'll buy something else.
You want to be talking about your product EVERY day before the launch. You might feel like you're being annoying but I promise you're not. You've probably heard the "rule of 7" where people need to see things 7 times before they buy something. I actually don't think that's true anymore. There is SO much content on Instagram that your audience needs to see things way more than 7 times!

Reframe your mindset. You are SERVING your audience with this product, so why wouldn't you shout it from the rooftop?

With building hype you want to be talking all about the outcome and end result of your product. That's ultimately what they're going to buy!

Post about it on your stories every single day with a link to your waitlist so they can sign up and take action. You also want to be adding a call to action to every post so that people are inspired to join your waitlist.

You can say something like "comment EBOOK and I'll send you the link to my XYZ product waitlist!".

This can also be where you are talking about your freebie and getting more people to opt in so you have an even bigger list. (See the next lesson for that!)

As people are signing up for your waitlist, take a screenshot and post it to your story! (Make sure to block out their names and email addresses unless you have permission). That will build even more hype and get more people to want to join. A lot of times people don't want to be the first person to do something. So if you can show them other people are doing that thing, they are more likely to want to join.

Creating your Store

If you don't have a website, Stan is an amazing place to start! You can create an account for just $29/month and it has everything you could possibly need. It can host products for you, it has sales pages, it takes payments, people can book appointments with you, the list goes on.

Here are some quick steps:
Click HERE to create your Stan account
Click HERE to build your store

Once you have created your Stan Store, you want to start creating links to your freebie and your digital product. You do this by clicking "My Store" and then "Add Product".

From there, here are some tips for a highly converting Stan Store:

- Keep it SIMPLE. 4 links or less. I see links with 10-15 links and that is way too many. If people have too many options they will likely not pick anything.

- Create graphics in Canva to have as your product photos. This is much more unique to you and visually appealing!

- Order your products in relation to your sales funnel. So freebie goes first, then low ticket offer, then your higher ticket offer.

- Use a basic template. Again, if there's too much going on people will end up clicking away and you don't want that.

Your Freebie

Having a freebie and growing your email list is one of the best ways to not only convert your audience but also reach them directly outside of Instagram.

Instagram isn't in our control so you don't want to put all your eggs in one basket.

Why a freebie? It's a value exchange between you and your audience. People are much more protective over their email addresses these days! They don't want to give it out for no reason so you have to give them a really good reason to give it to you. Enter in a freebie!

A freebie is anything they can download in exchange for giving you their email address. This can also be a discount code they can use at checkout. It's a win win.

Your freebie is also an entry point into your sales funnel. Just like you have a content funnel (attract, nurture, convert) you will also have a sales funnel. Your freebie is at the top of your funnel and the best way to get people to join in the funnel because it's free. You freebie then leads into your first paid offer which is usually a lower ticket offer (under $100). Then that offer can lead into a bigger offer which is something high ticket like 1:1 coaching.

This is why it's really important for your freebie to be connected to your paid offer. It can't be random! You want it to lead to your first paid offer so it needs to be connected to it.

How to connect your freebie to your paid offer:
- What is a prerequisite to your paid offer? Something a little more basic but still can offer a ton of value to your audience and get them interested in taking the next step.
- What's a common objection you get from your audience? Maybe you're a fitness coach and something you hear often is "I don't know what to cook to lose weight", a good freebie for you might be "10 easy weight loss recipes in less than 30 minutes".

You can use Canva to create your freebie and Flodesk (email marketing system) to send it out once they put in their email address. You can also create your freebie in other places too! If it's a Google Doc template, Google Sheets template, art print, free webinar, etc.

Email Setup

Okay now let's actually set up your email list and freebie. I use Flodesk and it's amazing! (Use Katy50 for 50% off your first month). I also have a Google Workspace account for my business email. It's the best and gives you a custom email that matches your domain. Example: Hello@Hello.com. I suggest creating one as well because it looks professional and keeps everything branded!

The freebie and email set up might take some up front work but it is SO worth it and truly passive. Someone can sign up for your freebie, get pitched for your low ticket offer, and you make money without having to do anything because it's running behind the scenes. That's the power of an email marketing system AND passive income!

You want to create a form inside of Flodesk that will be your landing page for people to sign up for your freebie. Add them to a specific segment (important!!), this could be "XYZ Freebie" and click create.

From there choose whatever design you like and start plugging in your freebie information and any images, branding, etc.

The work doesn't stop there... You don't want to give someone a freebie and send them on their way. You want to keep them in your world and continue nurturing them! This is key for eventually converting them into a sale.

So you need to create a workflow in Flodesk for your freebie to get sent out and then follow up emails get sent out later.

Start by clicking on "Workflows" and create a new one. You want to select the segment you just created "XYZ Freebie" as the trigger. So once someone opts into that segment, they get added into this specific workflow. That's why segments are so important!

From there you can start to map out your workflow. It could look like this:

1. Send them the freebie and welcome them to your world
2. Wait a day and send another email talking more about your story and at the end pitch to your low ticket offer
3. Wait another day and send another email talking more about what you do for your ideal client and how that helps them with what's going on in their current reality
4. Send another email that goes into client results and you can have another link at the bottom about your low ticket offer

Sales Page

If you use Stan, you can create your sales pages in Stan which is so convenient! But if you have a website you can of course create your sales pages inside of your website.

You create your sales page inside your product. So click on "My Store" and then "Add Product", it'll be under the "Checkout Page".

A good sales page is to the point and speaks to the problems and desires of your ideal client.

Here is a formula to follow:
1. Transformational message. What is the end result of your product?
2. Speak to the symptoms of the problems your ideal client is experiencing. What is their current reality? What do they believe to be true that isn't? Show them you know what they are going through.
3. Then describe what you created AND why. How does it solve their problem? What's the solution?
4. Talk about your own story and personal transformation.
5. Go into the features. What's included in your digital product? How many pages/lessons?
6. Testimonials (if you have any).

Make sure above anything you're selling the end result!

TIP: At some point you will want to add a tripwire to your digital product (when you have more products of course!). A tripwire is giving people an option to purchase another one of your products before they hit purchase on the one they are looking to buy.

With my mini course I added a $17 tripwire which was Canva templates and that alone brought in an extra $500 in sales without me doing a thing! My clients just added it to their order when they were prompted. Don't get overwhelmed with doing this now, just keep it in your back pocket for later.

Test it Out

Before you launch, make sure everything is good to go!

Test your freebie by signing up for it yourself and make sure it sends to you without any hitches and that your freebie is loaded and ready.

Test out your product as well. You can either create a discount code for yourself that is 100% off or you can just purchase and refund yourself. You want to make sure the email and product comes to you seamlessly! Check your grammar and spelling too.

Launch Day

Ahhh you made it! It's the official launch day and time to show your digital product off to the world. It can feel scary but I'm so proud of you for taking this step.

There are some sales psychology tips you can be using to have a super successful launch. First and foremost, people don't like to miss out on things which is why I highly suggest having a launch promo. This could be an initially discounted price or it could be a bonus your audience would love. Either way make sure you're promoting it a lot!

Examples:
If your digital product's full price is $67, you can launch it at $47 for 24 or 48 hours.

You'll want to also have your launch email ready to go! You've been collecting emails and now it's time to use them to promote your digital product to them.

Just like always, you want to be selling the OUTCOME and end result of your digital product. That's what they're ultimately buying! Never stop talking about it. You might feel annoying but remember that not everyone sees your content so you want to be posting a lot about your product to have a really successful launch.

Share screenshots of other people buying your digital product and post it on your story (even if it's just one!) to build up hype and fomo. Share how the price IS going to go up and they don't want to miss out on this low price.

Content that Sells

On Instagram you want to be creating content that attracts ideal clients, nurtures them, and then converts them.

I want to start off with a quote from Steve Jobs. "They don't care about your product or service. They care about themselves, their dreams, their goals. Now, they will care much more if you help them reach their goals, and to do that, you must understand their goals, as well as their needs and deepest desires."

I love this quote because it's so true (he would know!). Connecting to the symptoms of your ideal client and showing them how your product is the solution is a huge win.

Attract, nurture, and convert is your marketing funnel. Attract is where most people will join your world and it's through content that builds brand awareness. Nurture is where they are interested and need to be hooked in, content that does well for this is problem aware content. Convert is where they are ready to buy, content for this part of the funnel is FAQ and client testimonials.

Don't worry, I'm going to simplify it for you into steps!

- Start taking video clips from your day and gather any really good ones you already have in your phone. Create an album called "content bank" where you can put all of your b-roll content and pull from it when you are going to create a reel. This could be anything! You walking, making a cup of coffee, working on your computer, cooking, etc.

- Post at least 3-4x per week. I say 5 if your goal is growth. The more you post the more eyes you can have on your content BUT it needs to be very specific to your ideal client and it needs to stick to your content pillars.

- Create reels that are 5-15 seconds! These speak directly to your idea client. Add a trending sound as well (under 10,000 uses if possible) and make sure you align the text to the beat of the music. Add your hook at the very beginning, and add any other text later when the beat drops to make it satisfying for the viewer.

- Post on stories at least 5 days per week. Stories are huge for selling! This is where your warmest audience is.

- Analyze what performs well and WHY. The why is so important. Was it the hook? Was it the topic?

Instagram is NOT dead. Instagram is the only platform I've used to generate $19,000 in just one month (when I used to make just under $5k in a month at my corporate job!).

If you want more support with creating your content strategy, attracting your ideal client, and learning how to use Instagram to sell your products, The IG Bootcamp is going to be perfect for you. Join here!