



## Profit with Digital Products

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### Revenue Success Formula

- 1. Identify target audience** – Where do they spend time? What do they NEED or really WANT?
- 2. Create lead magnets** – Attract prospective buyers with ads, social media, email list, high-traffic website
- 3. Offer great products** – Based on what they NEED or *really* WANT.
- 4. Automate sales process** – Setup a checkout system and delivery process with instant gratification.

### Resources

- ❖ Course platform tools: Teachable.com, Kajabi.com
- ❖ Wordpress Plugins: WPCourseware, LearnDash
- ❖ Webinars: Zoom, GoToMeeting.com
- ❖ Membership software and Wordpress plugins: Wishlist Member, MemberPress, Woo Membership
- ❖ Membership tools: [themembershipguys.com/tools-resources/](http://themembershipguys.com/tools-resources/)
- ❖ Ecommerce: Paypal, E-junkie.com, Shopify, Woo Commerce, Square & many others
- ❖ Email marketing: Constant Contact, Mail Chimp
- ❖ Spiral binding & drop-shipping: Lulu.com (Code NFAA20 to save 20%)
- ❖ Software you need: Adobe PDF Creator (or similar)
- ❖ Other helpful tools: Dropbox, Google Docs
- ❖ Contractors you may need: Graphic designer, editor, virtual assistant, online business manager
- ❖ Hire help with graphic design: Upwork.com
- ❖ Lots of tools: [nonfictionauthorsassociation.com/recommended-resources](http://nonfictionauthorsassociation.com/recommended-resources)