



3 EASY STEPS

to Passive Income Online

 How to create, launch, and sell your very first digital product in LESS THAN 30 DAYS.
Even if you're starting from zero. 

DIVAS & DAISIES

@divasanddaisie | divasanddaisies.com

Table of **CONTENTS**

03 **INTRODUCTION**

04 **THE PROCESS**

06 **STEP 1: THE PRODUCT**

08 **STEP 2: THE FUNNEL**

10 **STEP 3: THE PROMO**

12 **THE RESULTS**

13 **FIRST DAY FLOW**

15 **THE FACELESS APPROACH**

16 **READY TO START?**

17 **FAQs**





HEY, I'M EM

WELCOME! I'm an entrepreneur, graphic designer, and e-commerce sales strategist with almost 8 years experience. After I lost my job, I spent months researching online sales, and I found the golden ticket that can fit anyone's lifestyle. The one thing I didn't want to be – an influencer, which is why I decided to find a method to create a faceless brand. **Now, I want to share my knowledge and experience with you. My goal is to help ambitious individuals like you create financial freedom and flexibility through selling digital products.** I know what it's like to start from nothing—I once worked as a waitress, at a moving company, retail associate, secretary at a real estate agency... all keeping me living paycheck to paycheck and struggling to make ends meet, but I always believed I could find a way to make *really* good money online. Through social media and online business, I found a way not only to change my own life but to help hundreds of others do the same.

LET'S CREATE YOUR FREEDOM! Years ago, I had never heard of Digital Product, but when I saw people making money by turning their expertise and ideas into informative guides, templates, planners, books, wallpapers... you name it, I thought: "**I have to try this!**" I started with no followers and no fancy equipment—but I had a heart full of hope that all of my hard work and research would pay off. Before I knew it, I landed my first automated sale. People need guidance in so many areas of life, and are willing to pay well for it! 💰

LET'S DO THIS!



RECOMMENDED TOOLS

Web + Checkout

- **Hostinger Website Builder** — fast, beginner-friendly site builder (AI assist).
- Why I love it: quick to launch, beautiful templates, great price.
- Link: → [CLICK HERE FOR MY PROMO CODE!](#)
- **SamCart** — simple checkout + upsells.
- Why I love it: highest conversion rates and boosts AOV with one-click order bumps.

Design & Product Creation

- **Canva (Free/Pro)** — design anything: guides, mockups, reels. Easy for beginners!
- **Notion** — build planners, dashboards, digital templates.
- **Google Docs/Sheets** — clean, collaborative writing + trackers.

Email + Automation

- **MailerLite** — beautiful emails + automations. → [CLICK HERE](#)
- **ManyChat** — “comment INFO” DM automation on Instagram. → [CLICK HERE](#)

Operations

- **Stripe / PayPal** — trusted payment processors. *(Included in Hostinger)*
- **UseProof** — live social-proof popups (“Someone just purchased”).

My Starter Templates & Tools

- **The Branding Blueprint** (\$24) — guided worksheet for beginner branding 101
- Link: → [CLICK HERE](#)
- **The Essentials Kit** (\$67) — the full business roadmap to get you started.
- Link: → [CLICK HERE FOR 50% OFF WITH FREE DOWNLOAD!](#)

These are the exact tools I use, and its really all you need. Simplicity scales. 

(Transparency first: some links may be affiliate links. That means I may earn a small commission — at no extra cost to you — if you choose to purchase. I only recommend tools I personally use and love.)

WHAT IS THIS SIMPLE PROCESS?

If you're reading this, you're probably done with the endless Googling, the late-night TikTok rabbit holes, and the feeling of "There's gotta be an easy way to make money from anywhere." Babe, we have the internet. The possibilities are literally endless...

Here's the truth: you don't need thousands of followers. You don't need to be a tech wizard. You don't even need a website. What you do need is a system. A clear, three-step method that you can follow no matter where you're starting.

At Divas & Daisies, I only teach one simplified system:

01

01. CREATE YOUR PRODUCT

- Narrow down your expertise to your fave topic
- Choose what format works best for you
- Use a pre-made template, create in less than 2 hours

02

02. BUILD YOUR SALES FUNNEL

- Build an AI website in less than a day
- Upload your products to showcase them for customers
- Use strategic sales language to drive sales

03

03. PROMOTE FOR PASSIVE INCOME

- Decide what platform works best for you
- Bulk create your content 1-2 days a month
- Schedule and automate posts + sales 24/7

That's it. Simple. Repeatable. Scalable.

Seven days from now, you could have your first product out in the world, your first funnel running, and your first sale notification on your phone. Imagine waking up to proof that you can do this. That's what this guide is here to deliver.

💡 Ready for the shortcut? Want to learn how I did it? The Beginner's Bundle (\$67) includes the 3 step process laid out and easy to follow along. Everything you need to start selling strong → [HERE](#)

DIGITAL PRODUCTS

WHAT IS A DIGITAL PRODUCT AND HOW DOES IT WORK?

Digital products are the fastest, smartest, and simplest way to build income online. Why? Because they're:

- ⚡ Evergreen. Create once, sell forever.
- ⚡ Scalable. Sell one copy or 10,000 — it takes the same effort.
- ⚡ Low cost. Canva is free. Email tools are cheap. Your biggest resource is your brain.
- ⚡ Authority-building. When you sell your own product, you instantly position yourself as a leader.

Think about it: if you can create something that helps someone get a result in 20 minutes, you've created value. That's all business is — exchanging value for money.

People don't want "more information." They want the shortcut. They want the step-by-step. They want the first solution that feels doable. That's why even a short checklist, planner, or 10-page PDF can change everything.

✨ Imagine creating a \$27 guide this week and selling it 10 times. That's \$270 in your account — from something that took you one weekend to create. Scale that up? That's your first \$1K month.

STEP ONE: PRODUCT

Let's keep this easy. Your first product should be:

- ✓ Simple — solves one clear problem.
- ✓ Small — short, actionable, no fluff.
- ✓ Specific — one audience, one outcome.
- ✓ Sellable — something people are already searching for.

Examples:

- A mini guide (10–20 pages) 
- A digital journal or planner 
- Canva templates 
- A short workbook or checklist 

Don't overthink it. If it feels like “but isn't this too obvious?” — that's the winner. What feels basic to you is life-changing to someone else.

💡 Pro tip: Start with ONE product. Don't scatter your energy. Don't try to build a store. Launch fast, keep it lean, and let the sales teach you.

01: PRODUCT

Here's what most beginners do:

They wait. They plan. They make spreadsheets, mood boards, and “someday” notes. They start creating a huge course with 12 modules.

They stall out.

And then?

They never launch.

Don't fall into that trap. The fastest path is the simplest one. Your first digital product should feel easy. Because if you wait for “perfect,” you'll never see your first sale.

People don't want everything you know. They want the first step. They want the shortcut. They want something that solves today's problem, not tomorrow's dream.

👉 Tonight, spend one hour creating a 10-page guide in Canva. Tomorrow, spend another hour polishing it. By the weekend, you have a product you can sell. That's how fast this can move when you stop waiting.

✨ Reminder: Your first product doesn't need to change the world. It just needs to change one thing for one person.

STEP TWO: FUNNEL

⚡ MYTH: You need a full website, 10 pages, and a designer before you can sell anything online.

💡 TRUTH: You only need two pages to start making money. That's right. Just two.

Page one: an opt-in page. This is where someone gets your freebie in exchange for their email.

Page two: a bridge page. This is where you thank them, introduce yourself, and show them your product.

That's it. No complicated tech. No long setups. Just two simple steps that quietly turn strangers into subscribers, and subscribers into buyers.

Funnels are just a fancy word for a path. A way to move someone from “who are you?” → to “take my money.” Don't let the gurus scare you. You can set this up in a single afternoon.

💡 Ready for the shortcut? Want to learn how I did it? The Beginner's Bundle (\$67) includes the 3 step process laid out and easy to follow along. Everything you need to start selling strong → [LEARN HERE](#)

02: FUNNEL

Let's make it real. Here's what your funnel looks like in action:

1. Someone sees your post on Instagram.
2. The caption asks them to comment for your product
3. They comment, and automatically receive the link in their DMs
4. That link captures their email on the landing page
5. Offers them a freebie
6. Then pull them in with a lead offer
7. Then gives them options to add more to their order
8. Checkout

That's it. Six tiny steps. No magic. No big website. No stress. YOU'VE probably been the customer in this situation.

✨ Your funnel is your silent salesperson. It never gets tired, never takes a break, and never second-guesses itself. Once it's live, it sells for you over and over again while you're out living your life.

STEP THREE: PROMOTE

Now let's talk about the fun part — promotion.

If your product is the engine, and your funnel is the car, promotion is the gas. Without it, nothing moves. But with the right promotion? 🚀 You can fly.

Here's the mistake beginners make: they think they need to be on every platform. Instagram, TikTok, YouTube, Pinterest, all at once. Wrong.

Pick ONE platform. Learn how to use it well. Post content that builds curiosity, offers quick value, and leads people straight to your freebie. That's it. One product, one funnel, one platform.

Promotion is not about dancing on reels or spending hours on captions. It's about showing up consistently, saying the same thing in different ways, and building trust. The more people see you solving problems, the more they believe you can solve theirs.

✨ Imagine waking up, posting one piece of content, and knowing it will keep working for you while you're offline. That's the beauty of promotion..

Faceless marketing is a game-changer and allows you to profit online while staying completely anonymous! 🚀

Wanna know how I grew online without ever showing my face? → [LEARN HERE](#)

DRIVE TRAFFIC TO YOUR PRODUCTS

Once you've chosen your niche, created the products you want to promote, and set up your sales funnel, it's time for the fun part—driving traffic! 🚀 Social media is the BEST place to market your products! It gives you the opportunity to go viral and reach your target audience worldwide.

I found that Instagram was the best platforms to start with because they automatically push your content to new audiences—not just your followers. This way, you can reach even more potential buyers.

Do You Need a Lot of Followers to Make Money?

Absolutely not! One of the biggest myths in digital marketing is that you need a huge following to make sales.

I started my social media accounts from scratch, and I made my first sale with only 15 followers! My third-ever post on a new profile already brought in results. Everyone needs to start somewhere!

But the biggest win? Freedom. I remember what it felt like to struggle, to feel stuck in a life that didn't align with my vision. I always knew I was meant for more—I just didn't know how to get there.

If I could do it, so can you. 🚀



488K



590



55K



326K

WHERE DO I EVEN BEGIN TO START OR COME UP WITH AN IDEA?

Here's an assignment: **Your First Day Work Flow**

🌞 Morning: Go through your own photos, Pinterest, or elsewhere and create a mood board of what your voice, brand, aesthetic will look like. Inspiration jumping off point: pick a location of the world you'd like to base your "online world" off of. Is it tropical? City? Farmhouse?

🌞 Midday: Pull aside a collection of these photos and videos to use in your designs and inspire you, whether they be your own photos or artistic reference that you find.

🌙 Evening: Create a phone wallpaper that inspires you to chase your dreams, envision your goals, and keep your brand style on track by looking at your lockscreen when you need to keep your designs cohesive.

That's all you need to start. I ACTUALLY DID THIS! Three touchpoints your first day. Breathe into your creativity and take this day to *relax* and start your creative journey! This will help keep you on track as you continue to build your business

When you repeat this curated branded look day after day, people start to notice. They see you. They remember you. They trust you. And when they trust you? They buy.

💡 Pro tip: use the Plan + Brand Bundle to map this out in advance so you're never stuck wondering "what should I post today?" → [LEARN HERE](#)



THE RESULTS

Picture this. You're scrolling through your phone on a Thursday night, not expecting anything big.

Then you see it: your first sale notification. \$17, \$27, maybe even \$57.

At first it feels small, but it's not. It's huge. Because it proves something. It proves you can do this. It proves people want what you have to offer. It proves you're no longer waiting on "someday."

From there, it snowballs. One sale becomes three. Three becomes ten. Ten becomes your first \$500 week. That's how it starts. Not with a giant launch. Not with a million followers. With one simple product, one funnel, and one piece of content that worked.

 "I thought it was going to take me months, but I sold my first product in just 6 days. I can't believe how simple this was once I followed the steps."

You don't need to be perfect. You don't need to be an expert. You just need to start.

RECAP

Let's zoom out.

Everything you need to make your first sale can be summed up in three words:

✨ Create → Funnel → Promote. ✨

That's it. Nothing complicated. Nothing overwhelming. Nothing that requires a team, a degree, or months of waiting.

👉 Create — choose one problem you've solved, package it into a small, digital product, and get it ready in Canva.

👉 Funnel — build a two-page path that collects emails and sells while you sleep.

👉 Promote — show up on one platform, share content consistently, and drive people into your funnel.

One product. One funnel. One promotion channel. One week. One sale.

It's simple. It's repeatable. And once you've done it once, you can do it again and again, stacking products, funnels, and promotion systems until you've built your dream income.

START TODAY - BUILD YOUR BIZ IN 2 WEEKS

Ready to turn your idea into income in just two weeks?

💎 **Step 1 — Grab the Full Bundle (\$67)**

Three guides, one clear path:

Digital Products Made Simple – create your offer + brand.

Funnel Foundations – build your automated system.

Effortless Promotion – attract your audience + grow with ease.

👉 Try it for yourself → [HERE](#)

🌸 **Step 2 — Your 14-Day Plan**

Days 1–5: Build your product & brand identity.

Days 6–9: Set up your funnel and test checkout flow.

Days 10–14: Launch softly, post consistently, celebrate your first sale.

💬 Reminder: it doesn't need to be perfect — it just needs to be live.

🌻 **Step 3 — Use Shortcuts**

✅ [The Branding Blueprint](#) - How to present for stress-free promotion → [HERE](#)

✅ [Hostinger Web Builder](#) – drag-and-drop pages ready to customize → [HERE](#)

🌺 **Step 4 — Soft Launch & Shine**

Share your story, drop your link, and let your system start working for you.

✨ I can create freedom in 14 days.

💖 **Final Words from Divas & Daisies**

You don't need permission or perfection — only momentum.

Start today. Two weeks from now, your business will exist because you decided to begin.

THE “FACELESS” APPROACH

Want to Make Money with Digital Marketing but Stay Anonymous?

Faceless marketing became a huge trend in 2024, and many people have achieved insane results without ever revealing their identity.

How Can People Trust Me & Buy from Me If I Don't Show My Face? It's even more important to use your platforms to share your story and build connections with your audience—just like you would if they could see you.

Talk about why you started and what your goals are. No matter what you've been through (or are currently going through), there are others facing the same challenges who can relate to your journey—this builds trust.

What Kind of Content Can I Post Without Showing My Face?

There are SO many options!

You can use:

- ✓ Your own videos & photos (think nature, workspace setups, typing on a laptop, walking from behind, etc.)
- ✓ Free stock footage & images
- ✓ AI-generated content—this completely eliminates the need to film anything yourself!

Faceless marketing is a game-changer and allows you to profit online while staying completely anonymous! 🚀

Wanna know how I grew online without ever showing my face? → [LEARN HERE](#)



FREQUENTLY ASKED QUESTIONS

Do I need any prior experience to start?

No! DWA is designed specifically for beginners. The course walks you through everything from A to Z, giving you all the knowledge you need to start working as a Freelance Digital Marketer.

Are there any hidden fees?

No, you pay one price, and you get everything you need!
Plus, you'll receive free updates whenever new training modules are added to the course.

How much money can I actually make with digital products?

It depends on how consistent you are, but the potential is huge. Many people start with a few hundred dollars a month and scale to thousands with the same product — thanks to automated funnels. One digital product could become your full-time income.

Do I need tech skills or design experience?

Not at all. We give you plug-and-play templates, walk you through simple tools, and keep everything beginner-friendly. If you can copy, paste, and drag-and-drop — you can sell digital products.

How long does it take to get results?

If you're committed, you can create your first product and launch a funnel in as little as 2 weeks. Some people make their first sale within 30 days. It's all about starting small and scaling step by step.

Do you accept returns of your products and guides?

Due to the digital nature of our products, we do not offer any refunds.
If you have any questions or concerns about your order, please reach out to support@divasanddaisies.com

What makes Divas & Daisies different from other “side hustle” advice?

We don't do busywork or fluff. We believe in a faceless, freedom-first approach: systems that work in the background while you live your life. Plus, we focus on simplicity — no complicated tech, no giant learning curve.

>> GET STARTED HERE <<

Thank you so much **FOR READING**

**I AM GENUINELY SO EXCITED FOR YOUR JOURNEY
TOWARDS BECOMING SUCCE\$S\$FUL WITH DIGITAL PRODUCTS!**



DIVAS & DAISIES

@divasanddaisies | divasanddaisies.com

support@divasanddaisies.com