

FREE GUIDE FOR BEGINNERS

HOW TO START A DIGITAL PRODUCTS BUSINESS IN 2026

Your First Steps to Making Money Online

DIVAS & DAISIES



A STEP BY STEP GUIDE TO LAUNCHING YOUR DIGITAL PRODUCTS BUSINESS, BUILDING PASSIVE INCOME, AND PROMOTING WITH CONFIDENCE - NO EXPERIENCE OR TECH SKILLS REQUIRED.



HEY DIVA!

My name is Emily

I've been in online sales for 7 years while also being an actress + creative director for over 10 years now! Sales psychology and branding have always been very interesting to me and I've always known there's huge potential to build a successful business that could bring in passive income online.

But truthfully? I wasn't interested in hustle culture or spending all day behind a screen. I wanted more freedom - more flexibility, more presence in my life, and yes... more income that didn't require trading hours for dollars.

That's what led me to digital products. I was looking for something that could grow with me, not burn me out, while creating a business that I was proud of and would fulfill me creatively.

The best part? I now get to teach you how to take the exact steps that I did..

You don't need experience. You don't need a big following. You just need a desire for more and the courage to start! This is such an adaptable business, I'm so excited you're here to learn more about it, let's get started!



The background of the entire page is a light blue fabric with a repeating pattern of embroidered butterflies and flowers. The butterflies have pink, blue, and green wings, and the flowers are pink. The pattern is framed by gold-colored lines. In the top right corner, there is a white, curved object, possibly a piece of fabric or a book cover.

In **this** Guide

You'll not only learn the basics of digital products & faceless digital marketing, but you will also walk away with a thorough understanding of the EXACT beginner's course that taught me everything I needed to know about digital products, so you learn the EXACT way that I did.

Without spending the months of research to make sure I could teach you everything there is to learn about this "too good to be true" business.

WHAT IS A DIGITAL PRODUCT?

Digital marketing, in simple terms, is using the internet, social media, and digital tools to tell people about digital products or services.

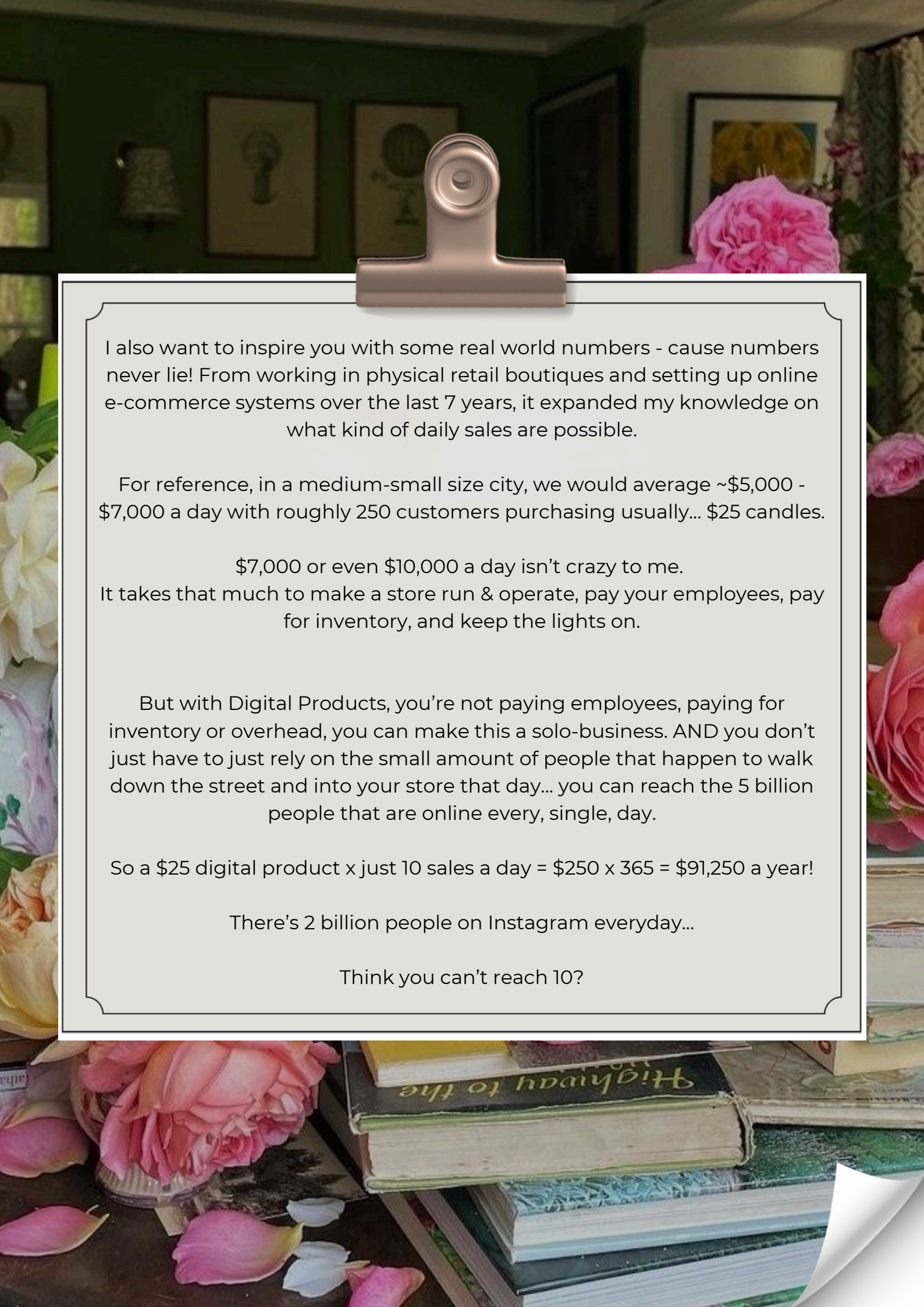
The reason why digital marketing is THE BEST option for anyone (in my opinion) is because everyone has a story to tell! Everyone has an area of expertise or knowledge of some sort to offer the world.

So what are digital products?

Think ebooks, templates, guides, checklists, Lightroom presets, digital planners, podcasts, audiobooks, worksheets, and the list goes on and on! It truly is ENDLESS! With digital products, you're able to put the work in ONCE and sell that item an infinite amount of times. And if you don't think you have anything to offer the world, YOU DO!

Trust me, you do. People will pay for whatever knowledge and skill you have, it's all about finding the right market for it.





I also want to inspire you with some real world numbers - cause numbers never lie! From working in physical retail boutiques and setting up online e-commerce systems over the last 7 years, it expanded my knowledge on what kind of daily sales are possible.

For reference, in a medium-small size city, we would average ~\$5,000 - \$7,000 a day with roughly 250 customers purchasing usually... \$25 candles.

\$7,000 or even \$10,000 a day isn't crazy to me. It takes that much to make a store run & operate, pay your employees, pay for inventory, and keep the lights on.

But with Digital Products, you're not paying employees, paying for inventory or overhead, you can make this a solo-business. AND you don't just have to just rely on the small amount of people that happen to walk down the street and into your store that day... you can reach the 5 billion people that are online every, single, day.

So a \$25 digital product x just 10 sales a day = $\$250 \times 365 = \$91,250$ a year!

There's 2 billion people on Instagram everyday...

Think you can't reach 10?

STEPS TO GET STARTED

STEP 1

STEP 2

STEP 3

STEP 4

STEP 1: CHOOSE YOUR NICHE

- A niche is the category of product(s) you will promote, which determines your target audience. Choose a niche you are passionate about. This will allow you to enjoy your work, feel comfortable promoting the product, and build trust with your audience.
- **Profitable niche examples:**
 - Health and wellness , wealth, relationships, self-improvement, beauty and fashion, travel, education, food and cooking, parenting, personal finance, pets, career development, etc.



STEPS TO GET STARTED

STEP 1

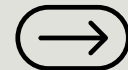
STEP 2

STEP 3

STEP 4

STEP 2: PICK YOUR PRODUCTS

- **Research your industry and what your competitors are doing**
 - Search for like-minded businesses to yours so that you can compare and contrast what works, and how you can add your personal spin to it.
 - Find a creative way to show your personality through your work so that you lead with authenticity and your product/business is unique to anyone else's.
- **Create your own products**
 - Do market research on what your target audience wants and how you can solve their problem in a simple matter.
 - Use ChatGPT for product ideas, outlines, etc.
 - Use Canva to create PDFs & Teachable to create courses
- **Set up once, sell forever!**
 - Keep your product simple and straight to the point. Solve ONE problem really well in each product. Don't spread your information out too thin.



PRO TIP: Find ONE person, with ONE problem, that you solve with ONE product, promote on ONE platform, and stick to that for ONE year. This is the Rule of the 5 Ones. Get REALLY good at selling ONE product. Don't stress yourself out with a whole offer suite, just do one at a time, and get good at one product. If you want further explanation on this: check out my guide [HERE](#)

STEPS TO GET STARTED

STEP 1

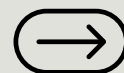
STEP 2

STEP 3

STEP 4

STEP 3: DRIVE TRAFFIC TO YOUR LINKS

- This is the fun part! Now that you've found your niche and a product within your niche, it's time to create engaging content to promote it! Figure out the pain points people in your niche are experiencing and how your product will solve or alleviate that problem. Then, begin creating content that will draw in the audience you're targeting with a simple call to action.
 - You can drive traffic to your links by creating content in the form of IG reels, static posts, ebooks, blogs, TikTok, Pinterest, etc.
 - I also recommend creating a brand new Instagram page and posting 1-2 reels a day to really get your content out there!
 - Use a content bank to create aesthetic reels (I will show you my faves) this option is if you want to go the FACELESS route.



STEPS TO GET STARTED

STEP 1

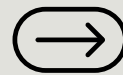
STEP 2

STEP 3

STEP 4

STEP 4: CONTINUE TO LEARN AND EVOLVE

- Continue to evolve and expand your offers (create your own products to help your audience)
- Keep learning every day
- Master your mindset - show up with a success mindset
- Show up every day with the mindset that you are creating success no matter what
- Connect with people in your DM's - find out about them and how you can help them






THE FACELESS APPROACH



WHAT IS FACELESS DIGITAL MARKETING?



Faceless marketing is a strategic approach that is very on-trend right now. It's AMAZING if you are shy & introverted! You can use your creativity but remain anonymous.



It has many benefits that allow you to grow your business fast, create content fast & use simple strategies to convert sales.

Faceless marketing allows you to build your brand without having to use your face. You can use engaging content, text & captions & your visual identity to grow your brand.

The goal is to create a cohesive brand that resonates with your target audience & creates a compelling brand identity.



Benefits of faceless marketing:

- You can get your business up & running & make sales fast
 - You can create aesthetic content without having to show your face
 - You can remain anonymous
 - Easier to create content
 - Use content banks to source content
- 
- 



FACELESS: FREQUENTLY ASKED QUESTIONS

- **Can I build a strong brand identity without showing my face?**

Yes! The key to building a strong brand identity lies in maintaining consistency throughout your visual elements (colors, fonts, type of content), messaging, and voice style.

- **How can I engage audiences without a personal influence?**

Encourage interaction through polls, quizzes, and discussions related to your industry. Leverage social media platforms to foster community engagement around your brand.

- **How can I foster trust when the brand lacks a face?**

Always add value! Share your knowledge/ expertise in your topic of choice. Highlighting customer testimonials, case studies, and reviews also helps build credibility.

- **Can I still do this if I don't know how to take aesthetic faceless content?** Absolutely! That is one of the beauties of faceless marketing. Since no one knows who is behind the account, you can use videos curated by content banks! You don't need an aesthetic home or to film your own content to launch a successful faceless account.

- **Can I find success if I create a new faceless account?**

Yes! Instagram loves new accounts! So if you want to keep your personal account and start a new one for your faceless content I 100% recommend it! It might take some time to get some traction, but if you stay consistent, focus on adding value, and launch with a good strategy, you will see growth!

- **Where can I learn more in-depth about the strategies I need to implement if I want to launch my faceless digital marketing business?**

You can learn the same way I did by taking DIGITAL WEALTH ACADEMY! Not only will you learn everything about branding, creating your own digital products, all things social media, how to take content, etc. but you will also learn everything you need to know about faceless digital marketing!

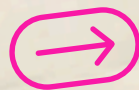
COPY MY DONE-FOR-YOU WRITTEN CONTENT VAULT:

- **Unlock the 477-Page Content Vault**

Ready-to-use scripts, prompts, and content templates you can copy, customize, and reuse across Instagram, YouTube, and sales messaging — designed to save hours and eliminate content guesswork.

Why start from scratch? Steal what already converts with plug-and-play sales copy you can use in minutes.

GET IT HERE!



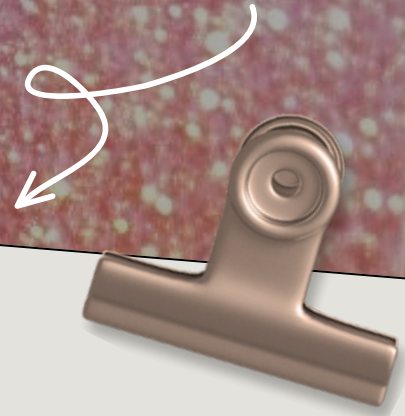
THE CONTENT VAULT

ACCESS IT HERE



RESOURCES &
NEXT STEPS...

DONE FOR YOU **DIGITAL MARKETING**



THIS is your express lane to online success.

Imagine creating a digital product that's not just incredibly valuable, but fully yours — something you can sell again and again without inventory, shipping, or limits. Instead of trading time for money, you're building a real asset from scratch: a product you own, control, and scale on your terms.

Make just ONE sale, and you've already made most of your money back!

5.47 billion people use the internet daily, so trust me, making one sale per week (or even per day) is not that hard!

**I say It all the time BUT IT'S TRUE...
THIS Is the ULTIMATE CHEAT CODE.**

Your journey to financial freedom begins with Done-for-You Digital Marketing. Digital Products are your guide to unlocking this insane income opportunity! This is where I learned everything I know!!!

READY TO LEVEL UP?!?

[CLICK HERE TO START YOUR JOURNEY TO FINANCIAL FREEDOM](#)

HERE IS A SNEAK PEEK INSIDE

My [**FULL COURSE: Passive Income with Digital Products**](#) is a comprehensive, self-paced online program designed to walk you step-by-step through building a profitable digital products business from the ground up. Inside, I break down **how to choose and create high-converting digital products, brand and position yourself online, and market your offers in a way that actually leads to sales** — even if you're starting from zero.

You'll learn how to build simple funnels, automate your sales, set up email marketing, and layer in multiple streams of income that work together. This course doesn't just teach theory — **it gives you clear systems, real examples, and plug-and-play strategies you can implement immediately** to create consistent, scalable passive income.

[**CLICK HERE TO START YOUR JOURNEY TO FINANCIAL FREEDOM**](#)

BUT WAIT, THERE'S SO MUCH MORE...

**YOU WILL ALSO HAVE
ACCESS TO:**

The Ultimate Branding Worksheets

Guided exercises to help you clarify your niche, messaging, offers, and brand identity — so everything you create actually connects and converts.

The Viral Digital Products List

A curated list of proven digital product ideas people are already buying — designed to help you choose what to create before you waste time building the wrong thing.

Done-For-You Product Mockups

Professional, ready-made mockups you can customize and use instantly — perfect for product listings, sales pages, and social media.

All of these are designed to be copy, paste, customize, and go — so you can move from idea to income without overwhelm.

**You don't have to figure this out
alone — or start from scratch.**

When you're ready to move faster, you'll also have access to my most-requested plug-and-play resources, designed to help you create, brand, and sell your own digital products with clarity and confidence.

These are the exact tools I use to shortcut the process and eliminate guesswork.





HERE IS A SNEAK PEEK

STEP ONE
Research

STEP TWO
Product

STEP THREE
Funnel

STEP FOUR
Automations

STEP FIVE
Post

STEP SIX
Ads

Step-by-Step Process

FOUNDATION & PRODUCT CREATION

- Introduction & mindset foundations
- Research & brainstorming
- Understanding digital products
- Choosing your product idea
- The Rule of the 5 Ones
- Market demand & validation
- Releasing limiting beliefs around money
- Creating your digital product
- Matching product format to your strengths
- Keeping products simple & high-converting
- Niche your product & audience
- Writing titles that sell
- Creating your product in 1-2 days
- Selling the transformation
- Flagship products, upsells & freebies

SELLING SYSTEMS & AUTOMATION

- Building your sales funnel
- What a funnel really is (beginner-friendly)
- Funnel tools & platforms
- Sales psychology & buyer behavior
- One-page sales pages that convert
- Pricing, AOV & ethical urgency
- Mockups, visuals & trust-building
- Setting up automated sales
- Email capture & email marketing strategy
- ManyChat setup & DM automations
- High-converting DM language
- The 5 automations you must have
- Content Vault integration

MARKETING, GROWTH & SCALING

- Posting & promotion strategies
- Choosing one platform on purpose
- How social media algorithms work
- Realistic conversion rates & simple math
- Content pillars: attract, nurture, convert
- Branding & visual consistency
- What a converting post looks like
- Turning content into daily sales
- Ad campaigns for cash spikes
- The 4-day sales campaign
- Scaling sustainably
- Maintaining loyal customers
- Legally protecting your business
- Final strategy, wrap-up & helpful resources

Get your online business up and running in a matter of days with this ONE step-by-step guide

GET IT FOR \$27 HERE



TESTIMONIALS



SARAH M.

Launched with zero followers, no FB page, no automations... and still made \$6,362 in 3 days using what I learned in your course!



NICOLE G.

Then I decided 'welp, might as well try it out.' I used a couple of tactics, and I've had a HUGE surge of opt-ins through stories and reels I've had one reel with over 12,000 views and 944 comments!



ASHLEY B.

Sharing a win! On Tuesday this week I launched my new course with 1 bump and 4 upsells as Em teaches and I have made just under \$5k in the last 4 days! Most of this was organic with 15 ad sales so far! Struggling with ads so this is my next big focus. Thank you, Emily!



JESSICA S.

I was able to quit my 9-5 and turn my love of gardening into a full-time business! I've created an online community that shares in the joys and simple loves of life. I've been able to consistently hit 5-figure months and it's only continuing to grow!

I MEAN,

If there's even a chance you got this far into the guide, you **MUST** see the value in what this course offers and how this could be life-changing to you and your family. We're also building a community of successful businesswomen who are making consistent passive income with their online business journey.

CLICK HERE
TO ACCESS



Now, **IT'S YOUR TURN!**

WHEN I FIRST DISCOVERED THIS OPPORTUNITY,

I was nervous and excited, much like you may be now. Despite feeling scared, I committed to completing the course from start to finish. I had a pretty demanding schedule but I squeezed in a couple hours here and there throughout the day! I often listened while cleaning, cooking, or folding laundry, but found the content easy to follow and looked forward to each new lesson. I promise: if I can do it, you can too!



I never could've imagined what a game changing decision taking an online course would turn out to be! My course explains everything step-by-step. It has resources, guidance, and skills that I honestly cannot put a price tag on.

Now it's your turn to go out there and build a life of time & financial freedom...without ever having to create a product, leave your home, or show your face!

START HERE!!!!

I'M SUPER EXCITED

**TO SEE WHERE YOUR DIGITAL
MARKETING BUSINESS WILL
TAKE YOU!! IF YOU ARE READY
TO DIVE INTO THE WORLD OF
DIGITAL MARKETING AND
START MAKING PASSIVE
INCOME THE EXACT SAME WAY
I DID...**

[CLICK HERE](#)

**TO LEARN HOW TO SETUP AN
AUTOMATED BUSINESS THAT MAKES
YOU MONEY WHILE YOU SLEEP**

**I'M
ROOTING
FOR
YOU!!!**

START YOUR JOURNEY TO FINANCIAL FREEDOM HERE!

FEEL FREE TO REACH OUT TO ME WITH ANY QUESTIONS



xoxo,

Emily

DIVAS & DAISIES