



Digital INSTAGRAM PROFITS

HOW TO START A DIGITAL MARKETING BUSINESS &
CREATE A PASSIVE INCOME STREAM

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IN THIS GUIDE

You'll learn the power of Digital marketing & how to leverage your account so that you can get up & running fast and start to generate passive income. I also want to share some simple branding tips to uplevel your brand.

Tag us on your Instagram story
(@DeWealthAcademy) while you're
working through this process!
We'd love to see what you're up to!

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what is DIGITAL MARKETING?

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 is because everyone has a story to tell! Everyone has an area of expertise or knowledge of some sort to offer the world.

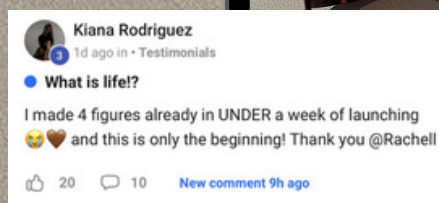
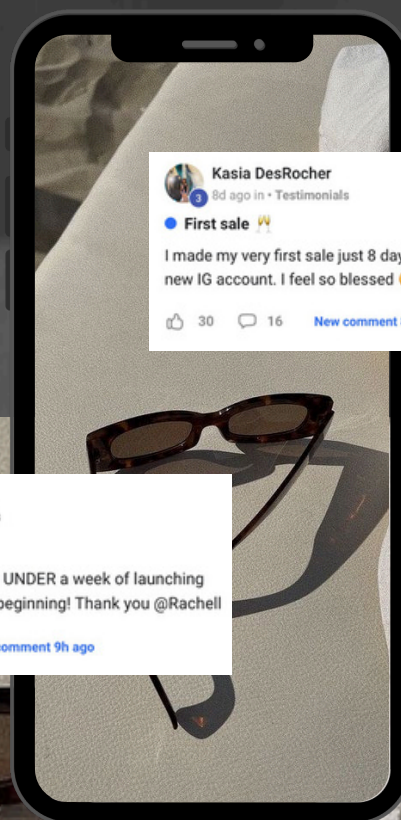
So what are digital products?

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 LOVE STORIES LIKE THIS OF EVERY DAY WOMEN CREATING SUCCESS WITH DIGITAL MARKETING



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what is

FACELESS DIGITAL MARKETING?

Faceless marketing is a strategic approach that is very on-trend right now.

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.

FACELESS MARKETING IS SO AMAZING IF YOU ARE SHY & INTROVERTED. YOU CAN USE YOUR CREATIVITY BUT REMAIN ANONYMOUS

Benefits of faceless marketing

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



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steps to getting **STARTED IN DIGITAL MARKETING**

STEP 1

- Find a mentor Ask them questions (what is their strategy, how did they get to where they are, what are their top tips and steps to get started) Understand what is required to create success (consistency, tip top mindset, educate yourself, understanding your niche, creating aesthetic content with strong hooks & valuable captions, using trending audio

STEP 2

- Purchase a course
- Go through the modules
- Setup your systems (Stan Store, emails, stripe, freebie) I will help you with all of this!

STEP3

- Choose a niche -what are your strengths & how can you help solve a problem that they have.
- Narrow down your target audience (usually in a similar position to you when you started) Get clear on your offer (how will your products help your target audience)

• **STEP4**

- Create a brand new instagram page
- Post 2-3 reels a day
- Use my Kickstart strategy as a guide to get more views, followers, leads & sales
- use a stock library to create aesthetic reels (I will show you my faves) this option is if you want to go the FACELESS route.

• **STEP 5**

- 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



branding **YOURSELF**

Creating a cohesive personal brand will help you give your business the best chance at success. Here are some of the top things you can do to create a strong personal brand.

Pick a colour palette & the primary fonts that you will use for your brand. Stick with these as much as possible to help create more brand recognition & consistency.

When posting stories ensure that your feed looks cohesive. You may need to introduce some “covers” into your feed to uplevel your branding.

Look at other pages & find ideas. What aesthetic do you want to portray? it is most likely that your idea audience will also be attracted to this aesthetic. Do you like dark & moody or soft & feminine? Choose imagery that matches your aesthetic.

When starting your instagram ensure that you are utilising your story highlights & update them regularly - I am talking every day! people want to be able to find information easily

When you start your digital marketing business you are also starting your own personal brand so you want to reflect this in your social media

when sharing your offering you can create a set of story graphics that explain in detail what your offers are. These can then be rotated through your story posts.

Use your brand voice. When sharing in your stories & captions try to use language that you would in real life if you were speaking to a friend. Keep it upbeat & select a bunch of emojis that you like to sprinkle through your captions.

let's talk **BRANDING**



Let's get you the perfect branding to show off!

When you think of branding, what do you think of? For me, colours are the first thing that come to mind.

Colours are super important and communicate the vibe of your brand to people even before they read your words.

We chose clean and crisp colours for our branding. Cream, grey, and white are the main ones. I feel that it gives off a calming, concise, professional vibe.

Your brand colour palette helps you to create the feeling you want someone to have about you and your business. colours can give the right impression of you to the right people. (And bonus: it will attract people like you who are also attracted to those colours! So make sure your colour palette is true to YOU!)

Questions you want to ask yourself before picking colours...

How do I want to come across? (energetic, vibrant, calming, trustworthy, professional, etc)

What emotion do I want to elicit in my audience?

What are the favourite popular brands of my audience and what does their branding look like?

DEFINING YOUR NICHE

Defining your niche is going to help you get crystal clear about WHO you are speaking to & who your product is helping.

What is a niche?

Some people never see success in their business because they never clearly define their niche. And they never clearly define their niche because they mistake their customer avatar (aka their ideal customer) for their niche!

Your niche is simply the problem you solve. Period. It is not the person you solve the problem for.

There are thought to be 3 “evergreen” niches. AKA, if you stay in one of these categories, you will ALWAYS make money. Health, wealth, and relationships. If your niche isn’t classified under one of these overarching niches, don’t worry. You CAN still find success! It’s just much easier to find success in one of the big 3.

What problem do/can you solve?

And don’t put too much pressure on yourself here. You only need to take people from point A to point B. You don’t have to take them from 20kg overweight to competition stage ready with your product. You only need to help them lose the first 3kgs. (This is just an example, of course)



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DWA

DIGITAL WEALTH ACADEMY

VOL.2

DIGITAL WEALTH ACADEMY is an in depth online, self paced course that teaches you everything you need to know about starting a digital marketing business, branding yourself, marketing your sales, how to create your own digital products, automation, funnels, email marketing, affiliate marketing and so much more!!!

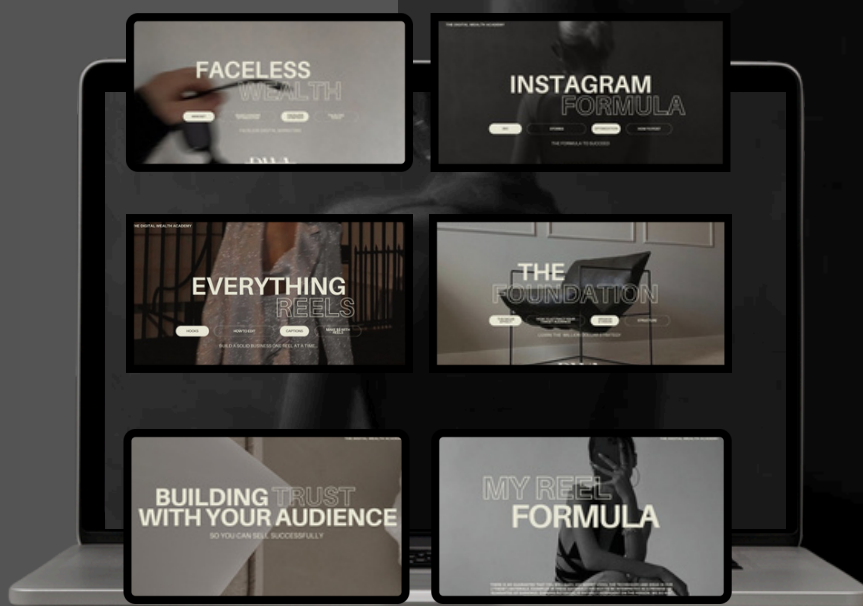
DWA VOL.2 just launched!

What I love best about DWA is that you can then resell the course, as your own for 100% profit!

You don't have to resell it, BUT if you decide to let me break it down for you! 1 sale = you get your money back, 2 sales = you're in profit, 11 sales = you've made \$6,567, 20 sales and you've made \$11,940!!!

what's included in the course:

- Intro to Digital marketing
- Mindset
- Building trust with your audience
- The Foundation
- Creating your lead magnet
- The Ultimate Branding guide
- Instagram Formula
- How to Pre-Launch
- Everything Reels
- How to Edit
- Faceless Wealth
- Affiliate Marketing
- Creating your own digital products
- Bypass funnel with Stan.store
- Setting up Systeme.io
- Funnels of Course
- Let's talk TikTok
- The Content Vault
- PLR Vault



[CLICK HERE](#)
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DWA VOL.2 + BUNDLE

DONE FOR YOU PRODUCTS

INCLUDES 5 DIGITAL PRODUCTS THAT YOU CAN RESELL
FOR 100% PROFIT

- KICKSTART STRATEGY
 - FACELESS WEALTH GUIDE
 - SOCIAL MEDIA BLUEPRINT
 - SHE CREATES WEALTH
 - SUCCESS WITH STAN STORE
 - SOCIAL MEDIA PLANNER
- (VALUED AT OVER \$800)

+ *EXCLUSIVE SUPPORT TELEGRAM CHAT TO HELP YOU
THROUGH YOUR JOURNEY.*



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OPTION #1 CREATE YOUR OWN PRODUCT

Say you choose to create your own digital products through the teachings in my course and you price it at \$50.

1 sale a week at \$50=\$200 a month
2 sales a week at \$50=\$400 a month
3 sales a week at \$50=\$600 a month

And that's with ONE digital product!

OPTION #2 RESELL DWA VOL.2

You will earn 100% profit on every sale from day 1! how amazing is that!

1 sale a week at \$597=\$2,938 a month
2 sale a week at \$597=\$4,776 a month
3 sales a week at \$597=\$7,164 a month

OPTION #3 BECOME AN AFFILIATE / PROMOTE COMPANIES PRODUCTS IN EXCHANGE FOR A COMMISSION

Commissions vary depending on which companies you decide to become an affiliate for.

Digital wealth academy will teach you how to make money with option 1 , 2, & 3



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Congratulations

On starting your journey towards unlocking passive income with digital marketing!

I am here to guide you along the way

START COURSE HERE



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