

13 Digital Products You Can Create Today & Sell!

Cherie Moore

What are Digital Products?

Digital Products are products that can be sold virtually but can be converted into a physical product. They are typically delivered via email, by downloading or via a hosted site.

Types of Digital Products

E-books, Courses, Photography, Audio, Tutorials, Printables, Software, Apps, Podcasts, Templates, Swipe Files, Graphic Arts, Consultations, Worksheets, Masterclasses, etc.

Why are they so great?

Earning potential is UNLIMITED because creating digital products is endless!

Templates & Printables

Customizable Invitations, Planner inserts, Resumes, Instagram Stories, Pinterest, Facebook, Fonts, Flyers, Layouts, Logos, etc.

Sites where to create them:

Canva, PicMonkey, InDesign, Apple Pages, Microsoft Word/Powerpoint/Publisher, Photoshop, Inkscape, Adobe Illustrator

Worksheets

Great for working through exercises on different topics. Working through processes and or formulas related to your industry and or business.

Sites where to create them:

Canva, PicMonkey, InDesign, Apple Pages, Microsoft Word/Powerpoint/Publisher, Photoshop, Inkscape, Adobe Illustrator

Planners

People love to plan out everything! Make it easy and fun to do by creating customizable daily, weekly, monthly planners. Selfcare, Fitness, Parenting, Digital Content Schedule, Wedding, Budgeting, Meal, Travel, Work, Student, etc.

Sites where to create them:

Canva, InDesign, Apple Pages, Microsoft Word/Powerpoint/Publisher, Photoshop, Inkscape, Adobe Illustrator, Creative Market, Createspace(printing service), Blurb

Ebooks

Designed to provide students insight on topics in digital form. Typically ranging from 20 to 100 pages in length.

Sites where to create them:

Canva, Lucidpress, InDesign, Apple Pages, Microsoft Word/Powerpoint/Publisher, Createspace(printing service), Blurb, Flipsnak, Kitaboo

Courses

Provide your students/clients with a step by step curriculum detailing processes to achieve the goal of the course.

Sites where you can create them:

Thinkific, Teachable, Kajabi, Learnworlds, Podia, Ruzuku, Click4Course, DigitalChalk, Zippy Courses, AccessAlly, Learndash, Udemy

Masterclasses/Workshops

Otherwise known as Seminars held online typically ranging from 1-3 hours. They are geared towards delivering insight into one specific topic.

Sites where you can create them:

Zoom, Youtube, Crowdcast, WebinarNinja, ClickMeeting, Google Video, Livestorm, GotoWebinar, Webinarjam, Demio

Consultations

Great for sharing your expertise in areas that can benefit your clients. Consults use this time to ask questions to gain clarity on topics, discuss strategies, set goals, etc. Ultimately being a direct resource for your client. Typically ranging from 15 minutes to 1 hour.

Email Challenges

Great way of engaging with your audience via email on different topics. It's best to create an automation to remove the manual labor of maintaining individual emails as subscribers join the list for the email challenge. Typically ranging from 4 days to 30 days. Helps keep the audience engaged and wanting to know more about products and or services you provide related and unrelated to the challenge.

Sites where to create them:

Mailchimp, Convertkit, ActiveCampaign, iContact, Mailerlite, Mailjet, Sendgrid, Constant Contact

Stockphotos

Love taking photos and always get the right angle? This is for you! People are willing to pay for good photos because their lighting may not be the greatest, they don't know what to shoot or may not have the equipment to achieve the look they're wanting to accomplish. Brands will also pay big bucks for custom requests.

Artwork/ Graphics

If you're familiar with programs like Photoshop, InDesign or Illustrator, you can create some amazing custom graphics to sell. Typically used to create logos, social media graphics, flyers, cartoons, pop art, etc.

Social Media Management

If you find yourself on Social Media 24/7 and have an eye for catching the attention of your audience or understanding content that people in different audiences are wanting to see, brands are willing to pay for someone like you to manage their social media.

Website Design/Themes

Enjoy coding and creating custom themes for websites? Get paid for your hardwork and sell themes in Marketplaces for platforms where customers are managing their sites.

Where to sell:

Envatomarket, Templatemonster, Themeforest, Shopify, Wix, Templatecloud

Audio

Enjoy creating music? Some types of audio that you can sell include: Stock music, Songs, Beats, Ringtones, Jingles, Sound effects, Voice overs, Instrumentals, etc. Online they can be delivered via mp3 and other formats. The film industry, tv and shows are always looking for new and fresh music for projects.