

How I Create Digital Products

I've had a lot of people ask for a guide on building out a course in the past. I hesitated writing guide on it because there are so many different things to take into account:



- What are you teaching?
- What format will best deliver that information? (Writing, video, ebook, emails, membership?)
- What are the limitations of the platform you are using to host the files?
- Do you have the money necessary to pay for that platform? Or are you okay with sacrificing a tad bit of delivery quality to use a free platform?

At the end of the day, I feel like way too many people overcomplicate this (and for good reason).

You are packaging up knowledge, that you may not have full confidence in, and putting it out into a world of critics and uninformed opinions.

I really believe that is the main problem here.

We all know that we have the ability to figure it out. We just don't have the clarity to "know" how to do it when learning comes from doing it and researching our Library of Alexandria (Google) along the way.

So here's a brief guide before we dive into the actual guide:

1. Have an idea for the product (we've done this)
2. Build it out however possible (we will walk through this)
3. Launch it and practice dealing with the emotions that come with it (we will walk through the first part of this ;))

99% of people don't get to step 2 when that's what starts the momentum.



It's difficult to stop building once you've started.

Now you have something to improve on. You can always change it. None of this is permanent. Your products evolve as you evolve if you are a personal brand.



If your products don't evolve, I would argue that you are not evolving as a person (and as others evolve, you are willingly staying in a market that is becoming more saturated).

Copying and emulating is the name of the game.

If you stagnate for too long, you will get copied out of business.

Enough of my mini-rant on "just doing it" and "figuring it out."

Identifying A Personal Or Professional Problem

I'm assuming that you already have an idea for a product.

If you don't have an idea, I would assume that you aren't ready to build out a product.

If you need ideas:

- What is something that you do on a daily basis that you've improved?
- What problems do you have in your life right now that you can solve?
- How do those things intersect with your expertise or what you talk about on social media?

If your customer avatar is YOU, this becomes much easier. (This is how you earn an income by solving your own problems, Twitter becomes a public journal in a sense that validates potential product modules, chapters, or marketing firepower).

With a personal brand, you are continually refining your professional skill set:

- Copywriting (getting conversions and engagement)
- Social media growth (sending traffic)



- Email marketing (newsletter or sequences)
- Web design (personal site or blog)
- Graphic design (profile pic and banner)
- Networking and opportunity generation (people love the thought of increasing their status, even in the corporate, professional, or employee world).
- Any other professional skill that you talk about or teach on social media



You are also understanding your personal skill set:

- Self-improvement
- Mindset and emotional control
- Health and fitness
- Spiritual health (through dealing with negative feedback)
- Communication and social dynamics
- Any other personal skill that you talk about or teach on social media

Throughout your entirety of growing your brand, you will gravitate toward a specific set of skills that you want to become good at.

Some people will spend more time studying and teaching mindset while others will study and teach social media growth.

Having a foot in all of these things gives you SO MUCH leverage that most people don't realize.

These combinations give you a unique of positioning your product down the road.

Now, take some time to brainstorm and braindump journal about problems you've solved for yourself or potential problems you can solve.

Are you a great twitter thread writer? How did you get to that point?



Are you calm and collected all the time? What problem is associated with that and how did you solve it?

Do you suck at writing newsletters? That's a problem. Can you get really good at writing newsletters and document the process?



Take some time to write out the things you are good at, bad at, and the common problems associated with those.

This Isn't New

We have touched on this when we created our marketing strategy, but for a reason.

We needed to get ideas out and onto paper to refine and iterate.

What we discussed above may have popped some ideas into your head, now would be a good time to go back and add to or refine your marketing strategy sheet.

Testing A System

Systems sell.

The creator economy is actually The Systems Economy.

How can you start testing a system after you've identified a problem?

Notion.

Why Notion? Because it is becoming more and more popular. It is a great way of building out systems for things you do on a daily basis.

It makes it easy to *visualize* how you solve a specific problem.

(It also acts as an outline for building out a curriculum AND is a cool bonus for your customers).

Based on the problem you identified:



- Educate yourself on how to solve it through free online resources, your prior experience, or other courses that can act as inspiration
- Start building out step-by-step processes in Notion that make it easier on you to solve the problem
- Test that process on yourself and refine it as roadblocks come up



Example: I was never consistent with writing newsletters and always saw them as a daunting task. From there I could:

- Research how to write better long-form content
- Take notes and start practicing
- Create a Notion template that reminds me of the principles and other tips that helped me
- Get results with my newsletter and use that as social proof for the product
- Note the thought processes and methods I used to make my writing better inside Notion
- Refine the template and create an organized, streamlined way of writing better newsletters in Notion

I've done this multiple times inside my community Modern Mastery. There are fitness training programs, thread writing guides, and a few other things that are based off of a Notion template that I made for myself.

I've been a health nut for a while and loved tracking my progress in Notion, so I packaged some of it up and put it in the community — it could have just as easily been turned into a first iteration of a product.

The curriculum becomes pretty easy to create after that, especially if you take into account what we discussed in the last section.

What can this Notion system be used for?

- An MVP of a SaaS you want to build in the future



- An incentive for testimonials or just to give away to people you are networking with (leading with value) — if I connect with someone new in the DMs, I usually send them some of my Twitter Notion templates just for fun. They like me after that haha.
- What your course curriculum is built off of so they have an actionable way of practicing and implementing what you teach
- An accountability system for your service clients that will increase the value of your service



This is yet another reason why I recommend documenting EVERYTHING in your life. Everything. Put it in Notion.

Your journal, monthly reflections, goals, vision, business SOPs, everything.

All of these can be turned or combined into a product in the future.

Building Out The Curriculum

Always. Outline. Your. Projects. First.

I don't care if it's a product or just your weekly newsletter.

You are missing out on valuable information if you do not.

Start with a braindump.

Write down everything you would ever want to include in the course or product.

We have already started the project inside the Command Center and have let it marinate for a bit.

Now it's time to outline course sections, modules, chapters, or whatever it may be.

I like to take the "best of both worlds" approach and cover all of my bases.

I write out the entire curriculum, ebook, or guide.



I fill in the blanks, provide real-world examples, and walk people through the Notion systems in a Loom video.

You can create professional PowerPoint-style slides if you'd like (based on your written curriculum, but Loom just makes it so easy to record your screen and show examples.



Depending on what product hosting platform you are using, you can either write the curriculum in Google Docs (for something like Gumroad) and export each section as a PDF.

Or you can write it all out in a membership dashboard like Kartra or Teachable or Kajabi which makes it easy to separate everything out into modules.

Then, you can download, upload, and/or embed the Loom videos in the respective place inside whatever platform you are using.

It is a tad difficult to go into more specifics than just this (because everyone has different goals and areas of expertise), so I hope that was helpful.



Previous Lesson:

Synthesizing Knowledge

Conversational Sales Call

Onboarding & Offboarding



Module 8

Creating Your Own Customers

0/6



Your Education System

Synthesizing Knowledge

How I Create Digital Products