Turn your email list_ into digital products that earn money.

Unlock the power of digital products, grow a loyal audience, and launch your career as a creator. Liftoff is a one-of-a-kind course for creators like you.

Liftoff helped me turn my stock photography into a profitable side hustle that keeps growing!

— Michael Black / Photographer

LIFTOFF

BY MIKE MCALISTER

LEARN ABOUT THE COURSE

You're good at something. Let's monetize it.

Designers, developers, educators, photographers, writers, and creators of all stripes are turning their passions into digital products and growing loyal audiences and lucrative digital empires. And you can do it, too.

I created the Liftoff course to teach you step-by-step how to pinpoint your expertise and turn it into digital products like courses, ebooks, memberships, digital goods, podcasts, and templates that earn recurring revenue.

Get Liftoff today and let's turn your creative spark into rocket fuel for your journey into the red-hot creator economy!

Explore the Course

Click on any of the chapters below to learn a little more about the course and hear a sample of the audiobook.

CHAPTER 1
You are a Creator
You might not know it, but you are part of a historic movement.

CHAPTER 2
Creating Profitable Digital Products
Learn what makes a good digital product and how to create and sell them.

CHAPTER 3
Solving the Right Problem
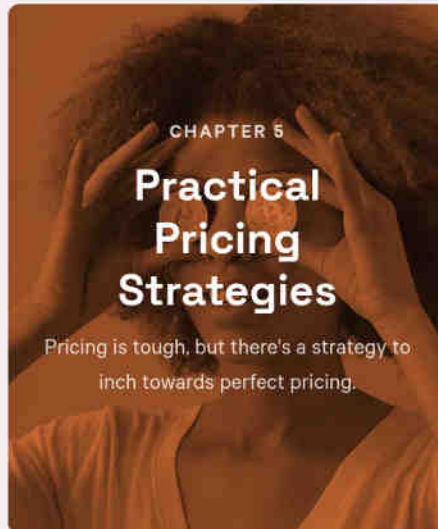Learn how to create human-centered products that solve specific problems.

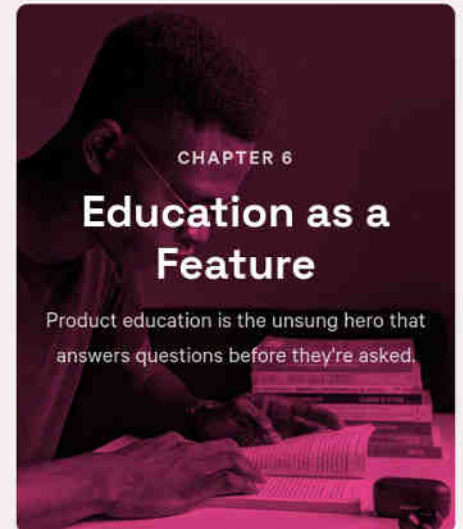**Click to Preview**

CHAPTER 4
Crafting Your Personality
Create a personality for your brand that resonates with your audience.

CHAPTER 5
Practical Pricing Strategies
Pricing is tough, but there's a strategy to inch towards perfect pricing.

CHAPTER 6
Education as a Feature
Product education is the unsung hero that answers questions before they're asked.
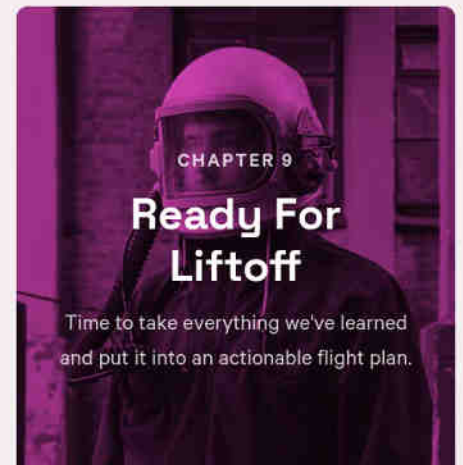
CHAPTER 7
Converting Customers With Content
Create powerful content marketing that puts a rocket booster on your products.

CHAPTER 8
Automating Growth
Automations don't just save you money, they can make you money.

CHAPTER 9
Ready For Liftoff
Time to take everything we've learned and put it into an actionable flight plan.

Who is this course for?

The creator economy is made up of millions of different creators from diverse backgrounds – designers, developers, educators, content creators, and more.

What these creators all have in common is the ability to package up their passions and expertise into digital products or services to distribute far and wide on the web. Digital products make for a lucrative, low-risk opportunity for creative professionals, educators, and freelancers to make money online and grow audiences with their products and services.

How will Liftoff help me?

As designers, developers, photographers, and writers, we're all pretty great at what we do, right? But taking our craft and turning it into products we can sell to a wide audience for extra revenue, that's a whole different thing.

That's what Liftoff is all about: helping you **hone your craft and turn it into multiple revenue streams** with digital products. That includes crafting a personality for your brand, using email and content marketing for growth, automations to save and make money, and so much more.

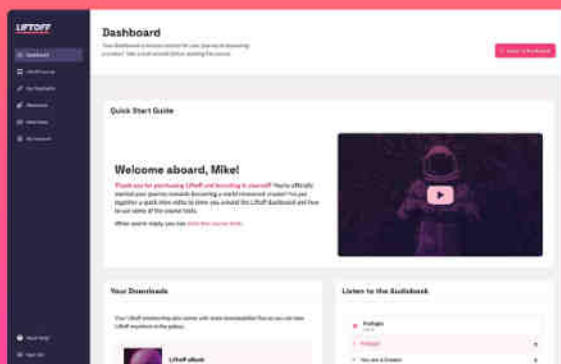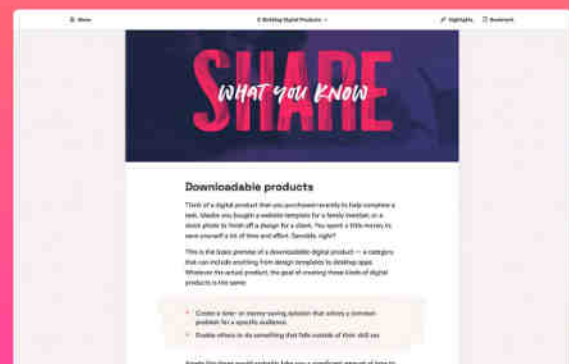| ✂ Designers	</> Web Developers	🔌 WordPress Creators	👥 Writers
🖥 Educators + Coaches	▶ Audio + Video Creators	📣 Marketers	💬 Influencers

Course Features

Liftoff isn't your average course. No way. Instead, the entire experience has been crafted around you, giving you engaging tools and a focused platform to grow your creator career.

Online course dashboard

Your dashboard is mission control for your creator journey. Get instant access to the course chapters, the audiobook, your saved highlights, interviews, and more.

One-of-a-kind course design

Each chapter is thoughtfully-crafted and jam packed with highly-valuable and actionable content to help you grow your own digital business. No fluff, just the good stuff.
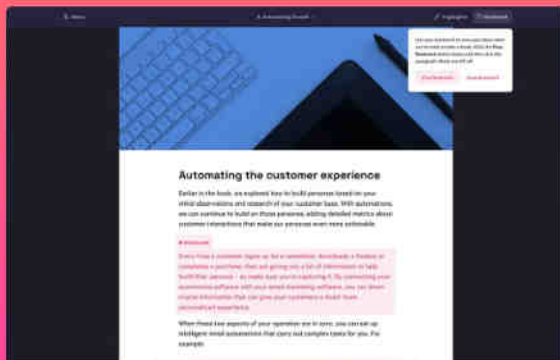
Professionally-recorded audiobook

I teamed up with an award-winning voice actor to turn Liftoff into a 10-chapter audiobook. Stream via your dashboard, or load the audio onto your favorite device to listen on the go.
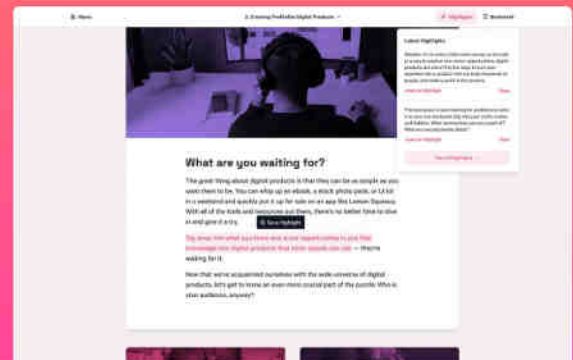
PDF + ePub eBook for Kindles

Get your learn on without a laptop or wifi. Liftoff comes with a beautifully-designed 100+ page PDF eBook, as well as an ePub version that can be loaded onto Kindles and eReaders.
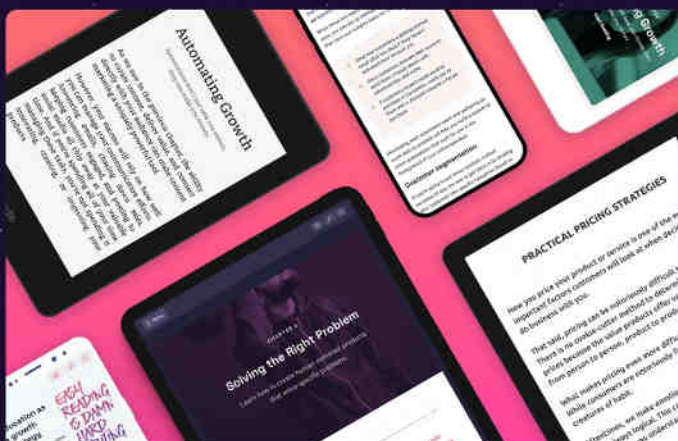
Pick up where you left off

Need to take a break? Use the Bookmark feature to save your spot so you can easily hop back in later.

Save your favorite snippets

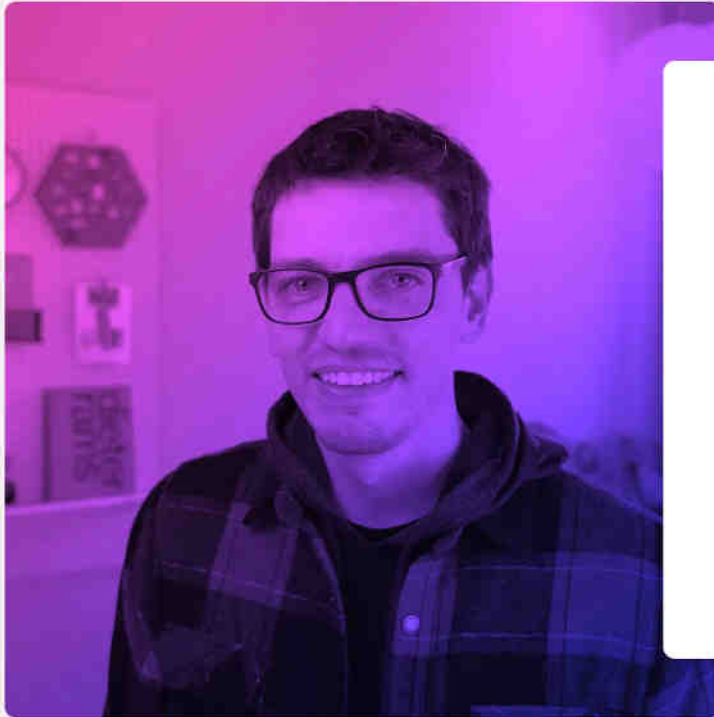The Highlights feature makes it easy (and fun!) to highlight and save snippets of text when the inspiration strikes.

Works on literallu anu device

Creator economu interviews

The entire Liftoff course experience has been designed and developed to work on virtually any device. Desktop, tablet, mobile, MP3 players, eReaders, screen readers, and more.

I've teamed up with some of the most inspiring creators in the industry to bring their insight and experiences to Liftoff members. (Interviews go live soon!)

Meet Mike

Hey there! I'm Mike McAlister, a long-time product designer and principal software engineer from Wisconsin. I've spent the last 10 years hand-crafting beautiful and innovative digital products like Array Themes and Atomic Blocks that millions of people use to power their websites.

Over the years, I've learned a spaceship full of knowledge about what it takes to create lucrative digital products that solve problems (and look good while they do it). I've put *everything* I know into the Liftoff course to help you grow an audience and start making money as a digital creator!

Mike

> "
Mike's creativity and thought leadership have made him an inspiring voice in online business. There's no doubt he can teach fellow creators how to turn their craft into cash.

Mandi Lynne
Organizer, Hummingbird

> "
From selling digital products to building, scaling, and selling multiple product businesses, Mike is uniquely qualified to educate the next generation of highly-talented creators.

Giannis Rahms
Design Director, Hello Spark

> "
Mike's unique approach to solving problems with design, development, and marketing has inspired my approach to many of my own digital products and services.

Jason Schuller
Co-founder, Lemon Squeezy

Ready for Liftoff?

Liftoff is available as an affordable eBook, or a fully-loaded online course experience. Choose your flight path.

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- ✅ Expert Interviews
- ✅ Discounts & Resources

Buy All Access Pass

Mentor

$**549** REG PRICE $599

Get the All Access Pass, plus a 1-on-1 product consultation with Mike.

- ✅ Everything in All Access
- ✅ One-On-One Consultation

Buy Mentor Pass

Frequently Asked

How do I know if Liftoff is right for me? ︿

Well, the fact that you've made it this far is a good sign! Liftoff is all about helping you realize your talent as a creator and turning that into digital products you can sell.

If building an audience and making money with digital products sounds interesting to you, **grab a course pass today** and let's start to make it happen, cap'n!

What kind of payment options do I have? ﹀

What happens after I make a purchase? ﹀

How is the course structured? Is there a deadline? ﹀

How does the Mentor Pass work? ﹀

What if I'm not happy with the course? ﹀

Can I license Liftoff to include in my own product or service?   ⌄

LIFTOFF

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🧑‍🚀 **Join the flight crew!**

Subscribe to the Liftoff newsletter below and I'll send you a **free Liftoff chapter** and invaluable tips and tricks for creators.

First name   Email address

Join the Launch Crew