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	CHAPTER 2	CHAPTER 3
You are a Creator	**Creating Profitable Digital Products**	**Solving the Right Problem**
You might not know it, but you are part of a historic movement.	Learn what makes a good digital product, and how to create and sell them.	Learn how to create human-centered products that solve specific problems.

CHAPTER 4	CHAPTER 5	CHAPTER 6
Crafting Your Personality	**Practical Pricing Strategies**	**Education as a Feature**
Create a personality for your brand that resonates with your audience.	Pricing is tough, but there's a strategy to inch towards perfect pricing.	Product education is the unsung hero that answers questions before they're asked.

CHAPTER 7	CHAPTER 8	CHAPTER 9
Converting Customers With Content	**Automating Growth**	**Ready For Liftoff**
Create powerful content marketing that puts a rocket booster on your products.	Automations don't just save you money, they can make you money.	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