



# A Creator's Guide to Digital Products

Learn how to launch your own store and make  
money online with digital products.

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## Meet the Author

This guide was lovingly crafted by Mike McAlister from the **Lemon Squeezy** crew. You can also find him teaching creators how to make a living online at [LiftoffCourse.com](https://LiftoffCourse.com).

# The Creator Economy

We have arrived in a new era.

With as fast as the Internet moves and morphs, it's no wonder that barely anyone noticed the transition. You might have even been part of the revolution, but were too busy contributing to realize the significance.

**We are now in the creator economy**, and this is really just the beginning.

The creator economy is powered by millions of individuals who are harvesting their creative potential at an unprecedented scale and turning it into bespoke digital products and services.

Designers, developers, artists, marketers, photographers, and writers have powered on and started productizing their creative output.

Using thin layers of highly-affordable-yet-powerful technology, they are able to reach wide audiences and build viable businesses from a cohort of dedicated fans.

Although we're still figuring out the limits and potentials of this creator-led era, one thing is resoundingly clear: **there's never been a better time to dive into creative entrepreneurship** and use digital products to help you get there faster.

# You are a creator, you just might not know it yet

Chances are, you're really good at something. Some of you will recognize what that thing is right away. However, for many others (including myself), it's not always obvious what *our thing* is.

Some of us are humble and overlook our own strengths and accomplishments. Some of us simply don't recognize that the knowledge or skills we have on any range of topics could be incredibly valuable to others. With a little perspective shift, we can start to see our value more clearly.

For example, think about a hobby that you've participated in over the years.

For me, it's photography. I've spent years learning the different aspects of photography, learning the ins and outs of the camera, lighting, framing, collecting gear, and building a photography portfolio.

Although I couldn't write "The Complete Guide to Photography," it's perfectly realistic that I could create an eBook or course called "Your First Week in Photography" and provide meaningful value to the reader based on my own knowledge.



Furthermore, my guess is that many thousands of people would be willing to pay ten or twenty bucks for a well-crafted guide of my personal experiences, tips, tricks, and shortcuts on getting the most out of their \$1,500+ camera.

## You are the product

The point I'm trying to illustrate here is that everyday it's someone's first day learning a new skill, starting a new job, exploring new hobbies, and expanding their own self-value. These people need your help.

Knowledge and expertise sharing is a big part of digital products, and I don't just mean educational products. The tools, templates, apps, and resources you create are all a byproduct of your expertise.

They all impart a certain level of knowledge and a helping hand to the people who consume them. That's what makes them valuable.

Being a creator doesn't mean finding some profound purpose and fulfilling it with a groundbreaking product. **It means finding what you're passionate about and using it to inspire and help others.**

For those who want to be creative professionals, that means finding a way to take their craft and their expertise, bundling it together into a product or service, and finding the right audience for it.

# Become a Digital Product Pro

A digital product is an intangible product or service that can be sold and distributed online. These products, or “goods,” often come in the form of downloadable or streamable files, such as eBooks, online courses, software tools, memberships, and online services.

Digital products have many advantages that make them uniquely attractive to digital creators:

- ▶ They are easier to create and distribute than physical products
- ▶ They are substantially cheaper to produce
- ▶ They have much higher profit margins
- ▶ They can be created once and sold indefinitely
- ▶ They can be used to grow audiences and brand awareness

Due to their popularity and ease of distribution, many creative entrepreneurs have built entire businesses around digital products.

For all these reasons and more, digital products make for a lucrative, low-risk opportunity for creatives, educators, and freelancers to make money and grow audiences with their craft.

# Ideas for Digital Products

Digital products come in all kinds of shapes and sizes. They can be as simple as a photo or eBook, or as elaborate as a piece of licensed software.

- ▶ eBooks
- ▶ Online Courses
- ▶ Digital Tools
- ▶ Subscriptions
- ▶ Memberships
- ▶ Fonts
- ▶ Podcasts
- ▶ Apps
- ▶ Website Templates
- ▶ Design Resources
- ▶ Plugins & Extensions
- ▶ Productized Services

As you can see, there are a ton of digital product niches to dig into, but I want to focus on three of the most popular categories for creators: educational products, memberships, and digital tools and assets.

## Educational products

The e-learning industry is expected to be valued at over \$300 billion by 2025. It's no wonder that entrepreneurs and creative professionals have started to embrace online courses, eBooks, paid newsletters, and educational video content as an additional revenue stream.

For consumers of online educational content, this provides an affordable way to learn highly-valuable and specialized information about topics you might not find in a traditional classroom. Readers get to learn directly from experts and engage with content at whatever speed suits them.

## Grow by teaching what you know

Educational products aren't just valuable for the reader. Being the creator of educational content will help you grow an audience and become a trusted voice in your niche. It will also help you become a better communicator, which is an invaluable skill that can be applied to other products and endeavours.

The most valuable kind of educational product is one that's catered to a specific audience and clearly communicated in a digestible way. It makes the reader feel like they've been given a huge shortcut to the topics they're most curious about.

The reader isn't looking for something they can find in a quick Google search. They sought you out because they want to know your insights, successes, and failures. Readers are looking for practical advice that they can successfully implement themselves.

*Being a creator of educational content will help you grow an audience and become a trusted voice in your niche.*



## Think like a beginner

It can be hard to remember what it's like when you're just starting out. You might consider asking yourself a few of these questions to find content that might be most valuable to your readers.

- ▶ What are the invaluable lessons you wish someone had told you when starting out?
- ▶ What was a time and/or money saver you discovered that was game-changing?
- ▶ What kind of products or tools improved your business or helped you better succeed?
- ▶ What tips helped you earn more money? What didn't work out and ended up costing you money?

## Membership products

Digital products like eBooks, website templates, and design resources are typically purchased with a one-time fee. However, with membership and subscription products, you can charge a recurring fee for the ongoing value and access you're providing to customers.

Memberships go a step further than simply providing a product. Often, it's about providing access to a collection of products, premium content, or access to yourself and other members on an ongoing basis.

Membership sites give you the opportunity to build long-term relationships with customers and make them feel like they're a valuable part of a community.

### Make it a bundle for even more value

For creators who have a library of products or ongoing premium content, memberships can be used to bundle everything together and provide access for a recurring fee.

As your membership community grows, you can continue to add value that delights current members, but also drives new members with an ever-growing offering.

## Downloadable files and assets

Downloadable digital products is a big category that can include anything from a business card template to a mobile app, but the goal of creating these kinds of digital goods is the same regardless of the actual product:

1. Create a time or money-saving solution that solves a common problem for a specific audience.
2. Enable others to do something that falls outside of their skill set.

Think of a digital product that you purchased recently to help complete a task. Maybe you bought a website template for a family member or a stock photo to finish off a design for a client.

These assets would take you a significant amount of time to create for yourself, but luckily, someone else has already created it for you (and many others who are looking for the exact same thing).

*That's the essence of downloadable digital products: super valuable problem-solving assets that can be distributed in mass volume.*



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## What makes a good downloadable product?

When looking for ideas of what to create, it helps to work backward from the needs of your intended audience. What kind of common problems do you see them struggling with? Can you solve (or at least help alleviate) those hurdles with a product?

Sometimes, you just need to look at your own needs to uncover opportunities. Is there something that you're doing for every project that can be turned into a repeatable product or action? Chances are, if you're having to do the same work every time, you're not the only one.

If you look around different niches, you'll see how creatives are solving problems with creative products for their audiences.

- ▶ Designers create pre-designed icons, fonts, and UI elements.
- ▶ Developers create pre-made website templates, programming tools, and mobile apps.
- ▶ Marketers create pre-written marketing strategies and email campaign templates.
- ▶ Photographers create stock photo packs and photo presets.

## Create your digital product store

Managing a traditional eCommerce store on your own can be very time consuming and technically challenging. It often requires connecting several separate pieces of ill-matched software and services together to get a fully functional store.

Aside from the products you're trying to sell, you have to maintain the software, manage customer accounts, be vigilant about security, and much, much more.

The potential for disaster is high, and the margin for error is slim. **It shouldn't be this hard to sell your products online.** And now, it doesn't have to be...

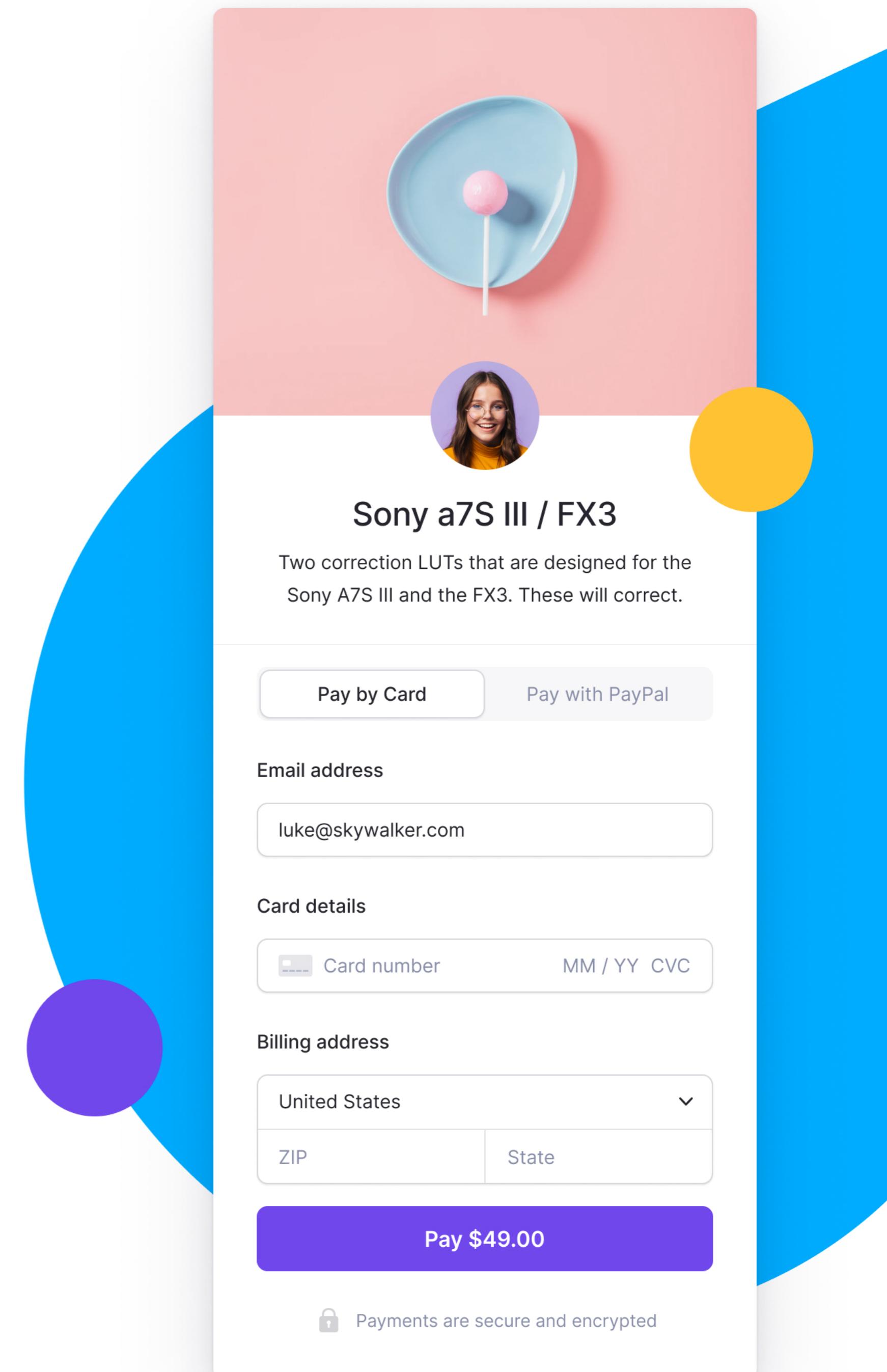
# Introducing Lemon Squeezy, the easy-peasy way to sell digital products.

Unlike many of the solutions out there that only solve part of the problem for digital creators, Lemon Squeezy was built from the ground up by creators, for creators. **It's a no-code, all-in-one creator platform.**

With Lemon Squeezy, you can easily:

- ▶ Sell and distribute digital products
- ▶ Sell subscriptions and memberships
- ▶ License software and digital goods
- ▶ Accept secure payments
- ▶ Market your products

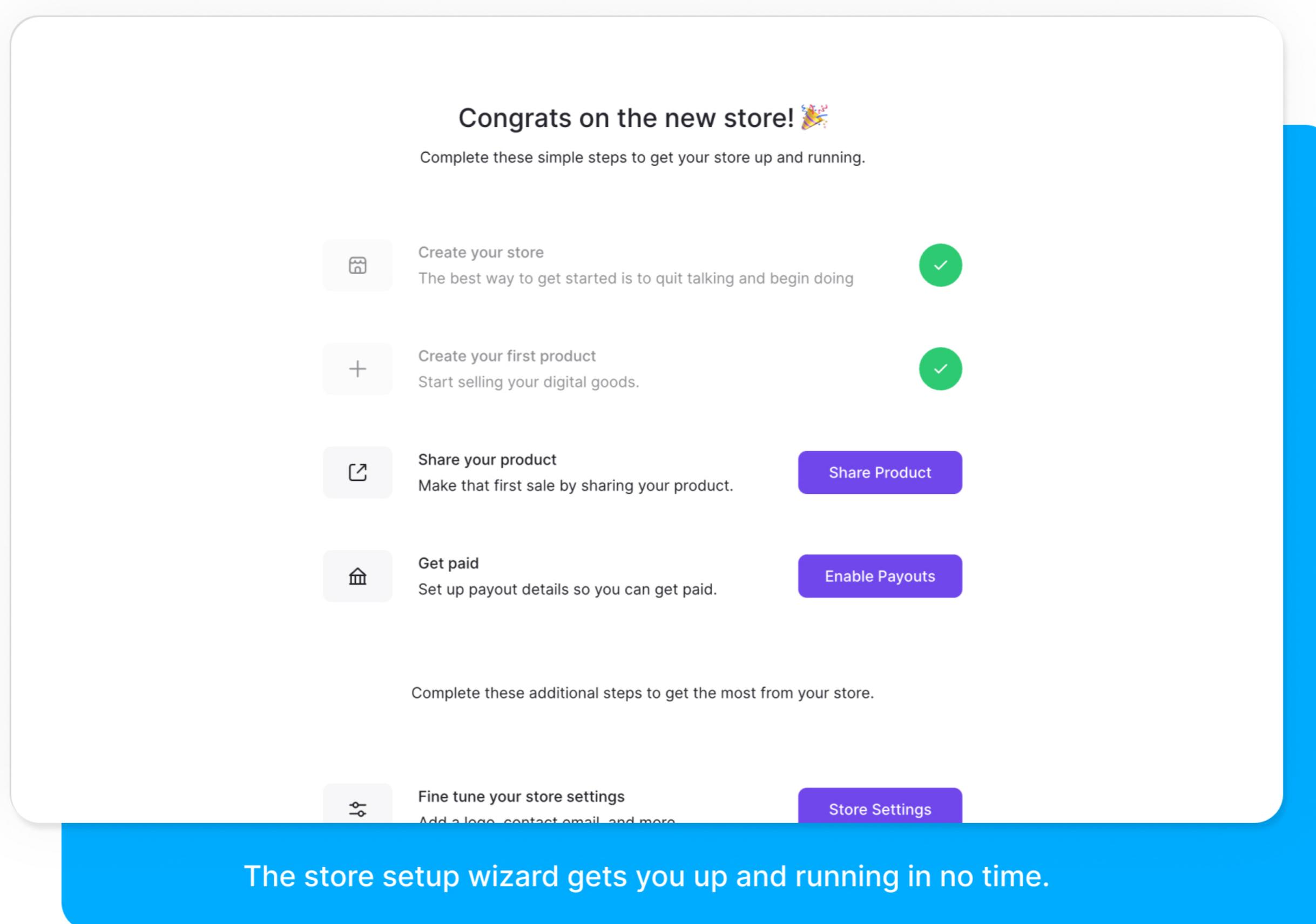
Lemon Squeezy handles all of the cumbersome details like taxes, security, invoicing, and payment gateways. Easy peasy.



# Open a store and start selling

To get started, head over to [lemonsqueezy.com](https://lemonsqueezy.com) and **create your store for free**. That's right, friendo, it's totally free to get started, and you can scale up your account when you're ready.

Once you've completed the quick sign up, your store will be set up and ready to customize.

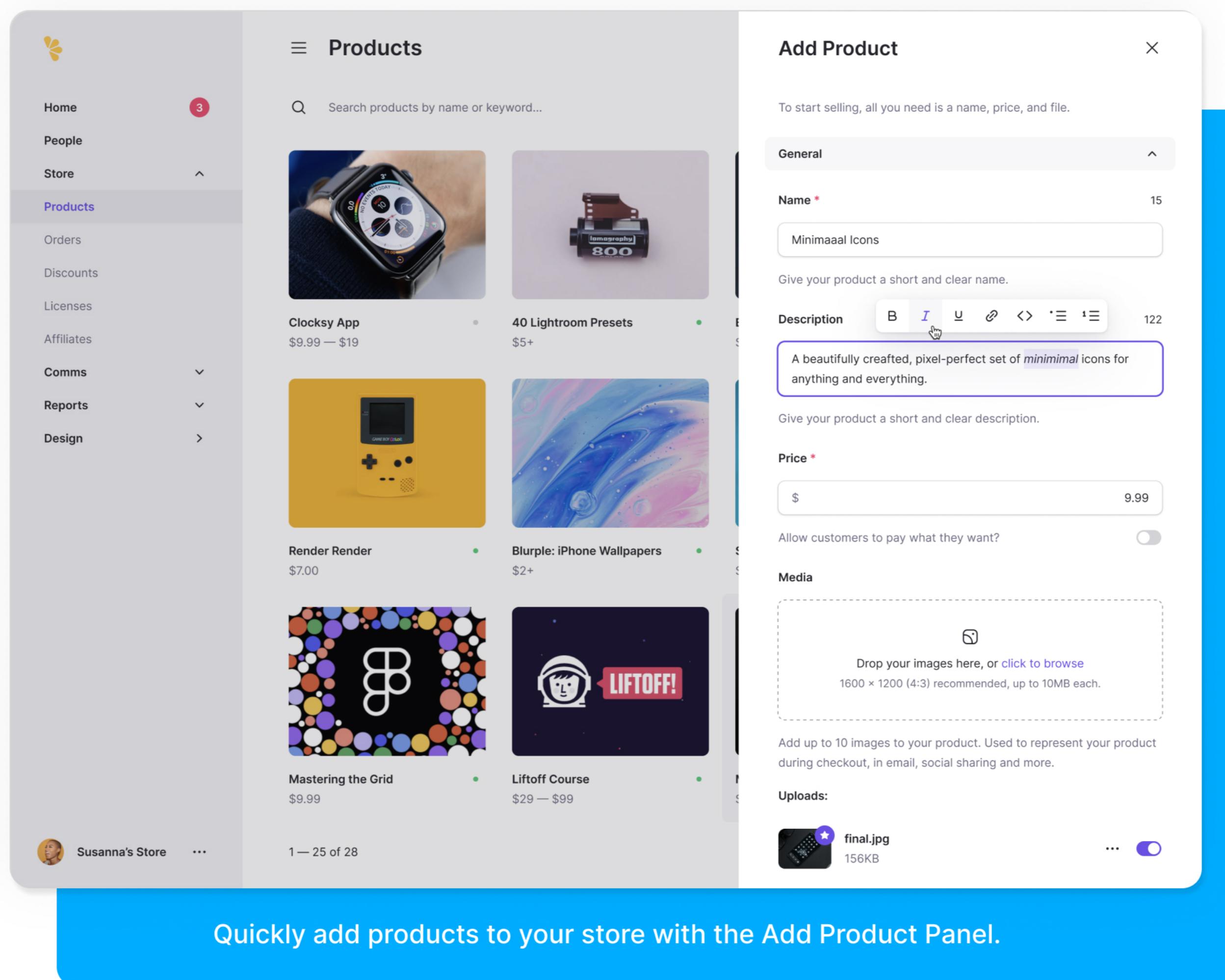


The setup wizard walks you through creating your first product and sharing it, setting up your bank account to receive payouts, and customizing your shop to match your brand. The user interface makes setup a breeze.

## Create your first product

Now comes the exciting part – creating your product page and sharing it with the world. This is where your product comes alive!

Once you've gathered all of your product files and marketing graphics, head over to your Lemon Squeezy store dashboard and click the **Add Product** button to open the Add Product panel.



The Add Product panel walks you through everything you need to publish beautiful digital products to your store.

Let's take a quick spin through the panel and explore the available settings.

## **Product Name and Description**

Start by adding a product name and description. Your product description should be clear and concise (somewhere around 120-160 characters is the sweet spot for search engines).

These details will be shown on your product checkout page (or your checkout overlay if you embed the product on your own site). Be sure to focus on the value your product provides to drive customers to complete their purchase.

## **Pricing**

Lemon Squeezy gives you the option to charge customers a one-time fee for your product, or charge an ongoing fee with a subscription.

Doing a little market research to see how products similar to yours are priced will help you find a sweet spot for your pricing. You can always change your pricing later to experiment with a higher or lower price.

## **Media**

Use the Media section to add up to 10 high-resolution images for your product page. These images are a great opportunity to visually tell the story of your product by highlighting features, giving a product tour, or showing off testimonials.



## Files

Use the Files section to upload up to 5GB of files associated with your digital product. These files (zip files, photos, audio, video, apps, etc.) will be securely distributed to your customer after they make a purchase.

If you really want to impress your customers, try including some bonus resources like help docs, product support details, and educational content along with your download package. These kinds of delightful surprises can turn one-time customers into repeat customers.

## Variants

Variants are a powerful feature that lets you add multiple versions of your product to sell at different price points. Here are a few scenarios where variants would be helpful:

- ▶ A course package where an eBook is available for a one-time fee, while access to course videos requires an ongoing subscription.
- ▶ A stock photo pack that provides more photos at higher price points.
- ▶ A software trial that is free to download, but requires a paid subscription to use the pro version

## License Keys

This feature allows you to issue license keys along with your digital products that can then be used to license and activate your customer's copy of the product.

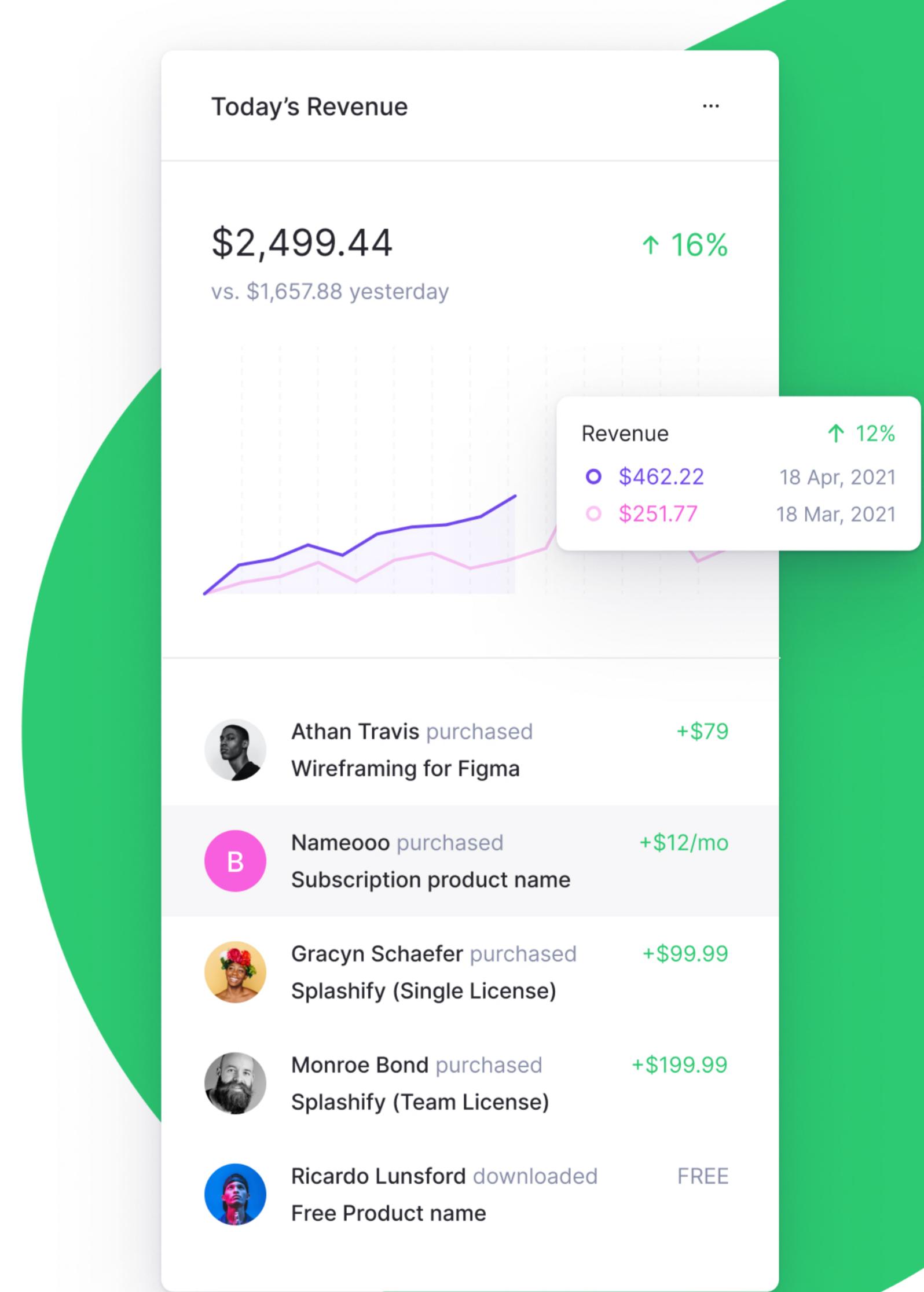
Licenses can be set to expire after a specified period of time, allowing you to charge for ongoing access to your software or other products. License keys can also be limited in the number of times they can be activated.

## Redirect After Purchase

This handy optional setting gives you the ability to send customers to a specific URL after they've completed a purchase. You might use this to send customers to a "Thank You" page on your website, or an education portal so they can continue to learn about your product.

## Publishing

After you've completed setting up your product, you have the option to click Save as draft to continue working on your product later, or you can click Publish product to push the product live.

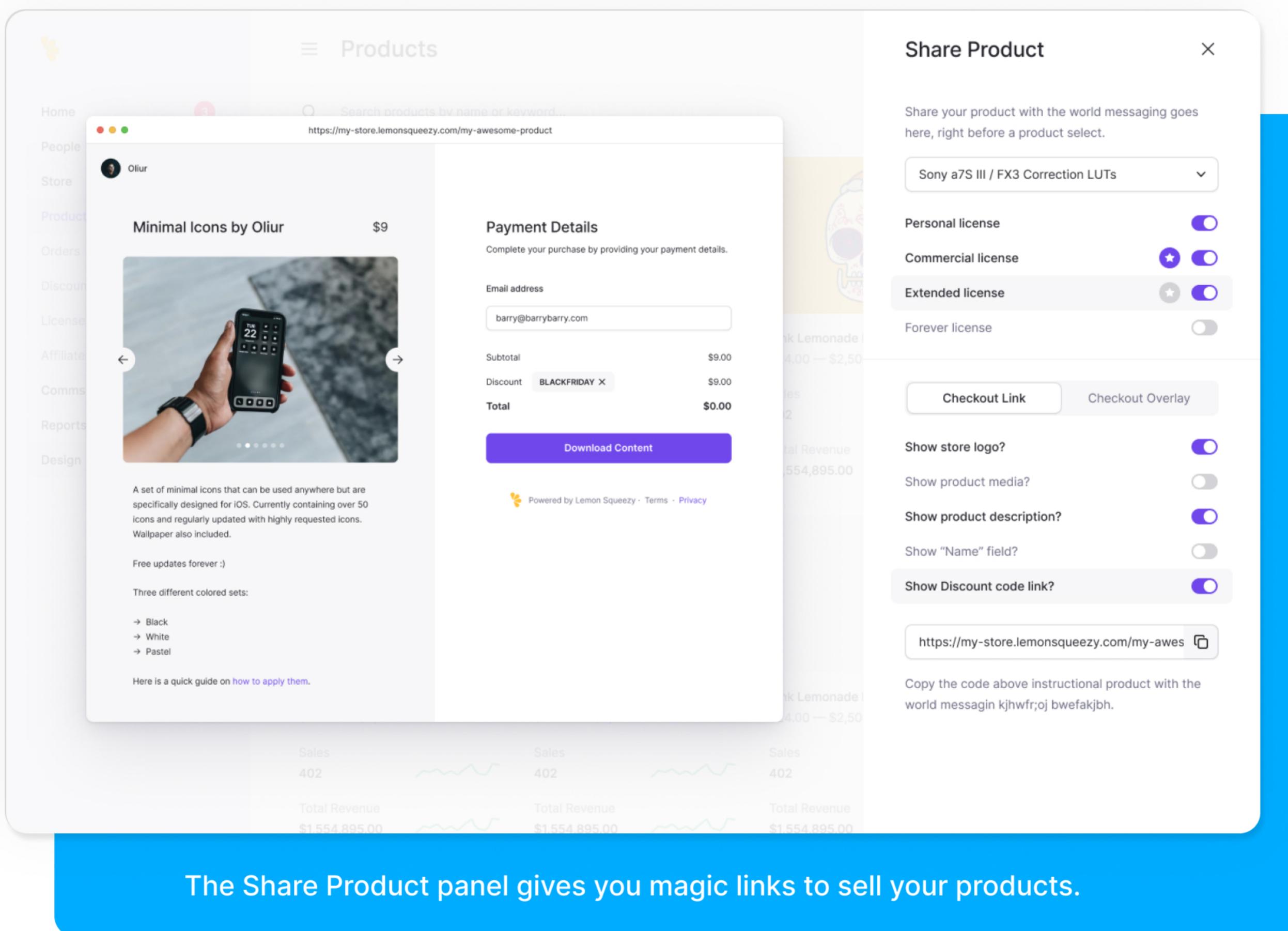


# Start Making Money

Once you've created your product and published it on your store, it's time to start making some sales!

Lemon Squeezy currently offers two ways for you to share your product with the world. You can either link customers directly to your product checkout page, or you can add a checkout overlay that allows customers to purchase right on your website.

On the Product Details panel, click the **Share Product** button in the upper right hand corner to start customizing your checkout experience.



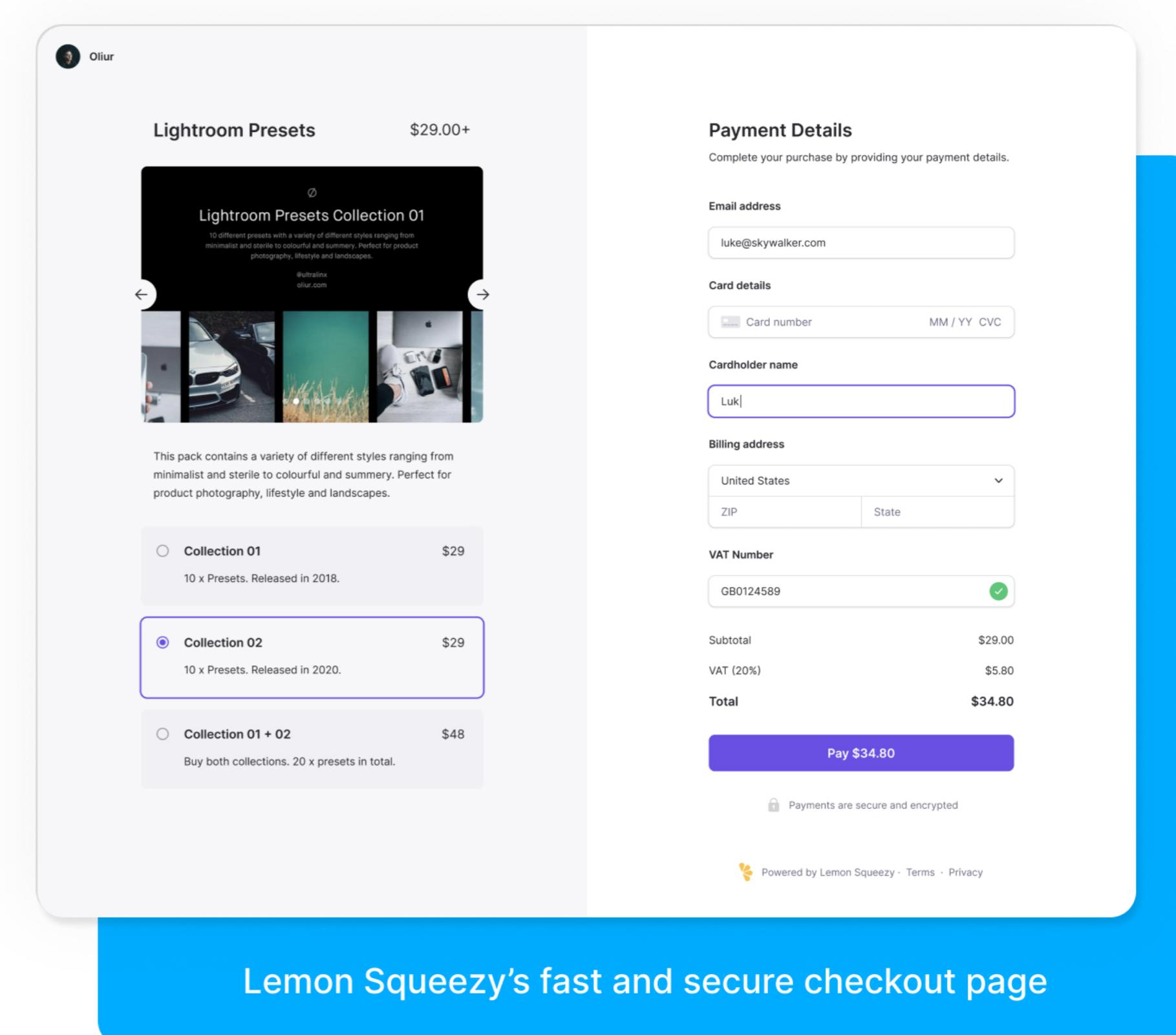
The Share Product panel offers a live preview of your checkout page, which makes it quick and easy to toggle media, descriptions, discount codes on and off.

Once you're finished customizing your checkout, you can grab the share link and the embed code to use throughout your social media and marketing channels.

## Where to use your checkout link

The great thing about a hosted platform like Lemon Squeezy is that you don't necessarily need to have your own website to start making money.

With each product's checkout link, you can easily send customers directly to a beautiful, optimized product and checkout page.

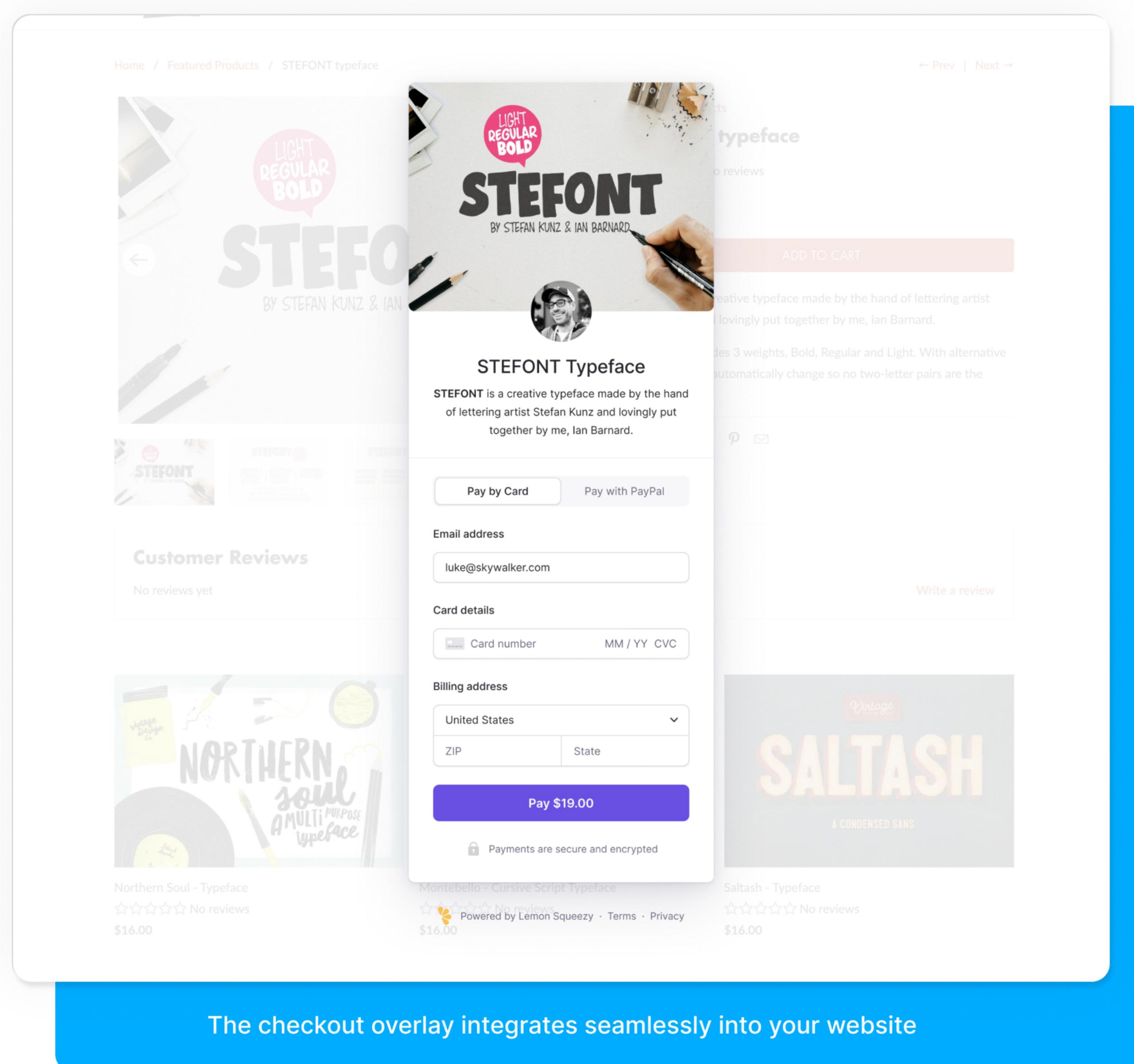


You can use this link on Facebook, Instagram, Twitter, Pinterest, and more. Basically, anywhere you can add a link can be turned into a sales funnel. That's pretty wild, huh?

Your checkout link also makes sharing your product in email campaigns a breeze. Simply turn your checkout link into a call-to-action button inside your next email campaign to start converting your email subscribers.

## Where to use the checkout overlay

Whether you create a landing page specifically for your product, or you promote your product through content marketing on your blog, the embeddable checkout overlay will help customers make secure, seamless purchases right from your site.



This feature can essentially bring the power of eCommerce to your website without adding a single line of code. You simply copy and paste your overlay snippet right into any post or page on your site and start taking sales immediately.

# The start of something juicy

The creator economy is only just getting fired up. Every day, week, and month of the year, thousands of creators are coming up with new and innovative ways of turning their craft into products to make a living. We're here to help bring those products to life.

**Lemon Squeezy is our love letter to the creator community.** It's the platform we wish we had when running our own digital product businsses. And now we're finally making it, for you.

Along with the growing Lemon Squeezy platform, we'll also be publishing creator-specific content like guides, webinars, video series, and educational resources to empower as many creators as possible.

Upcoming features like **built-in email marketing** and our absurdly **simple-yet-powerful website builder** are going further revolutionize how creators sell digital goods online.

Until then, stay curious, keep creating, and launch your next product on **LemonSqueezy.com!**



Orman, Jason, JR, Gilbert, and Mike  
The Lemon Squeezy Crew



**Wtf?**

# We're Make Lemonade.

A small team of makers, creators, movers, and shakers. Sure, we make Lemon Squeezy, but we also make a whole bucket of other stuff. Take a looksy.



## Lemon Squeezy

The easy-peasy way to sell digital products online. Create a beautiful online store in minutes.

[lemonsqueezy.com](http://lemonsqueezy.com) / [@lmsqueezy](https://twitter.com/lmsqueezy)



## Dunked

The simple way to build your online portfolio. 100,000 portfolios created and counting.

[lemonsqueezy.com](http://lemonsqueezy.com) / [@lmsqueezy](https://twitter.com/lmsqueezy)



## Premium Pixels

Free design resources for designers and developers. 10 million downloads and counting.

[premiumpixels.com](http://premiumpixels.com)



## Design Fail

The biggest list of design fails you'll ever find. Smile, laugh, cry, and cringe at design failures.

[design.fail](http://design.fail) / [@designfai](https://twitter.com/designfai)



## Positive Notes

Send somebody you care about a positive note. It's a tough world out there, share the love.

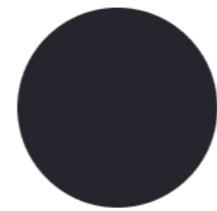
[positivenotes.com](http://positivenotes.com) / [@positivenotesco](https://twitter.com/positivenotesco)



## Iconic

Free "do wtf you want with" pixel-perfect icons. 10 shiny new icons added every week.

[iconic.app](http://iconic.app) / [@theiconicapp](https://twitter.com/theiconicapp)



## Todo Todo

Soon!

The beautifully simple system for getting stuff done. Boost your productivity, yo.

[todotodo.com](http://todotodo.com) / [@todotodoapp](https://twitter.com/todotodoapp)



## Wedges

Soon!

Pre-built, customizable, stackable, UI components for building beautiful websites.

[wedges.app](http://wedges.app) / [@wedgesapp](https://twitter.com/wedgesapp)



## Kick Link

Soon!

Create a simple landing page for you and your links. Consolidate your online spots.

[kick.link](http://kick.link) / [@kicklink](https://twitter.com/kicklink)



## Make Lemonade

This is us, our silly little website, our headquarters. Learn a little about us.

[makelemonade.wtf](http://makelemonade.wtf) / [@makelemonadewtf](https://twitter.com/makelemonadewtf)