

MONEY MOVES MASTERCLASS:

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**HOW TO PACKAGE AN
IRRESISTIBLE DIGITAL PRODUCT
THAT SELLS IN YOUR SLEEP**

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Contents

HOW TO PACKAGE AN IRRESISTIBLE DIGITAL PRODUCT THAT SELLS IN YOUR SLEEP	4
PROFIT FROM YOUR PRODUCT.....	5
YOUR TURN	9
CHUNK THAT CONTENT, BOO.....	10
YOUR TURN	13
WRITE A POPPIN’ PRODUCT DESCRIPTION	14
YOUR TURN – MAP OUT YOUR PRODUCT	15
YOUR TURN – CRAFT YOUR CORE PRODUCT MESSAGE.....	20
CRAFT AN OMG-INDUCING PRODUCT NAME	21
YOUR TURN – BRAINSTORM YOUR “HASHTAGGABLE” PRODUCT NAME	24
WRITE LESS WITH MORE IMPACT	25
YOUR TURN	27
BONUS: NAME YOUR PRICE	28
BONUS: TECHIE TALK	30
MONEY MOVES MASTERCLASS POWER NOTES.....	33
MONEY MOVES MASTERCLASS POWER NOTES.....	34
MEET YOUR MILLION-DOLLAR WORD STYLIST	35

HOW TO PACKAGE AN IRRESISTIBLE DIGITAL PRODUCT THAT SELLS IN YOUR SLEEP

A couple of years ago, I decided to take a shot at selling digital products. I packaged up a collection of my top-performing emails for boosting sales and engagement, created PDF versions and did a little marketing on Facebook and to my email list. To my surprise, I sold hundreds of that first collection, so I packaged up 2 more groups (naming them 2.0 and 3.0) and boosted my revenue with every offering.

So yes, I've made tens of thousands of dollars from digital products, but that doesn't make me an "expert." I'm simply a mom, a wife and an ambitious entrepreneur who wanted to spend more time with her kid, hubby and other loved ones. And with my long list of clients, I was burning the midnight oil to write for clients, and I didn't want to continue that path of exhaustion.

And that's why I'm here today to teach you the ins and outs of how to properly package an irresistible digital product versus rake in hundreds of thousands of dollars in 6 minutes. You see, I'm not really about that "one-hit-wonder" biz life, so I deliver lessons on topics that will help you sustain your business, not just hit a quick money move.

Real talk ... the money is sure to come once you outline a repeatable process that WERKS ... but you gotta get your strategy down first before you can get your coins.

And the strategy is what I'm breaking down today. So, grab your pens and let's make these money moves that will put your revenue on repeat.

PROFIT FROM YOUR PRODUCT

By now, you've likely witnessed many entrepreneurs “go from zero to 100 real quick” by selling digital products that create extremely profitable streams of revenue for them.

They're not showcasing their products in a retail store downtown. They're not renting office space. And they're certainly not looking to become a Fortune 500 company.

They're simply focusing on two things:

1. Serving their audiences with valuable content.
2. And generating revenue from their genius.

You see, digital products like eBooks, online courses, masterclasses (like this one), audio products, downloadable checklists and templates, software and so on are increasingly attractive because of their low creation costs (the primary investment being your time and genius) and scalable nature.

Now, the absolute best thing about creating digital products is you'll spend less time burning the midnight oil. You'll spend less time because if you conduct research and target the right people, you'll have a profitable stream of revenue that does NOT require you to do as much one-on-one work simply to make ends meet.

And therein lies one of the keys to profiting from your digital products (we'll get to the other one shortly):

KEY #1: Produce products people believe they can't survive without.

So, by now, you're likely asking:

“How do I know folks will want what I create?”

Great question.

In short, you'll need to validate your digital product idea by fielding questions and responses from your existing fans and stroll Google to see what's happening out there. Why?

Let me break it down for you:

Do you want to write an entire eBook and go through the trouble of putting it on Amazon only to sell 10 copies?

How about write all the content for a 6-week course, and just one person signs up?

Or worse yet, pour your heart into building a membership site and only 5 people break down the virtual doors to join?

You see, there's no point in spending weeks, days or even months building a digital product nobody wants. And that, my love, is why you gotta do a little virtual dumpster diving first so you devote your precious time on products that people will want to smack the buy button™ on.

So, let me say it again – you have to validate your idea.

Now that you know WHAT to do let's talk about HOW to get it done.

Step #1: Do a little “dumpster diving” on Facebook to see what folks are chatting about.

For example, when I was brainstorming what should go inside the CopyCloset, I started by scouring Facebook Groups for topics of interest in my zone of genius for which I could produce valuable content.

For example, I chose 3 to 5 groups where my prospects and clients hung out and searched for “website copy,” “sales pages,” “autoresponder emails” and similar topics.

Step #2: Ask, and ye shall find on Amazon.

OMGeee, you have no idea how valuable of a resource Amazon is. You see, many of the bestselling authors conduct extensive market research, so they end up with a book that directly speaks to topics their audiences want to know more about. And because of that, Amazon is a goldmine.

For example, before I started writing *Shots Fired* and *F.A.S.T. Money*, I moseyed on over to Amazon to search for other books about copywriting and Facebook ads. Now, I didn't read the actual books because I wasn't looking for content. I read the

REVIEWS because I was looking for unanswered questions so I could be sure to position my book toward the folks who didn't get what they needed from books that were already published.

From there, as I conducted additional research I jotted down a list of about 25 questions and started narrowing it down to what I considered manageable. I ended with a list of 7 questions I could build on to write content for my book.

Step #3: Ditch your friends, family and biz besties (*just for this step, not forever*)

Now, before you create your stellar surveys, please know all feedback ain't valuable. You see, asking friends, family members and even some biz besties what they think about your product idea can leave you creating something the masses won't race to buy. However, I don't want you to be afraid to ask for feedback. I just want to make sure you contact unbiased sources.

For example, before I introduced the CopyCloset to the online world, I let a few beta testers slide inside for a super low rate in exchange for unbiased feedback. I then used this to get the offering in tip-top condition before the "big reveal."

Now, let's close this thing out ...

So how do you profit from your digital products?

Key #1: Conduct adequate research.

Here, you want to uncover what will, in fact, be irresistible to your market and then package up a product that's so attractive, they can't say no.

And with that, it's time to move into Key #2 so you can profit from your digital products ...

KEY #2: Plan for profitability.

What does it mean to "plan for profitability"? Planning for profitability simply means you must set realistic revenue goals and keep track of your product budget.

As mentioned, you shouldn't incur huge expenses for digital products. However, you will need to keep a watchful eye on your money. Here is a list of my normal expenses for digital products:

1. Product delivery provider (I use my website now)
2. Payment processing software
3. Email automation tool
4. Facebook ads
5. Contractors (editor, proofreader, designer)

Now, to estimate revenue for my very first digital product, I tallied up the number of people on my email list, in my social media networks and affiliate relationships and broke down my per buyer cost based on my revenue goal.

So, let's say you want to make \$1000 and you have a list of 300 engaged people on your email list, 1,000 people on your Facebook Page, 2,000 followers on Periscope and another 1,000 fans on Instagram.

You've got a tribe of about 4,300 – not counting possible duplicates. So, from there, I estimate about 3% of my audience will buy. That leaves me with 129 “strong possibles.” *(If you've ever played Spades, you know exactly what I mean here. LOL)*

Now, the average conversion assumption is about 1 to 3% for email and nearly double that for live sales pitches. Of course, these are just stats, and your actual conversion rate will depend on the engagement level of your fans.

And now, it's time to determine your per-unit cost. If you want to make \$1,000 from 129 possible prospects, you'll need to set your per-unit price at a whopping \$7.75 + 20% for expenses, which leaves you with a per-unit rate of \$9.30.

Before I close out this portion of the Masterclass, let me say this:

THIS portion of the Masterclass is not the lesson on how to price your product – we'll get to that a little later. This portion of the class is merely focusing on how to keep a watchful eye on your money and set a realistic revenue goal so you “know what you're working with.”

YOUR TURN

1. What is a realistic revenue goal for your next digital product?

2. Do you anticipate needing to expand your audience to achieve that goal?

3. What is your biggest takeaway from this portion of the Masterclass?

4. What have you learned so far that will move you close to your money goal?

CHUNK THAT CONTENT, BOO

A lot of biz folks believe they've completed their work once people smack the buy button on their digital products, but that's simply not true. You see, the key to enticing people to continue buying your digital products over and over again is delivering content that solves an immediate problem. And to do that, you have to make sure your content is easily digestible.

Easily digestible content is content that walks buyers through the steps required to complete ONE particular action.

Now, let's look at how this applies to a few different types of digital products.

In my book, *F.A.S.T. Money*, I walked readers through the four steps required to use Facebook ads to hook smokin' hot leads. In my other book, *Shots Fired*, I walked readers through the steps needed to write sales copy.

In my upcoming online course, W.E.R.K. Your Website, I've chunked out the content, so participants discover how to write each page of their website so, in the end, they have a website full of smack-the-buy-button sentences.

See how with each of these digital products, I'm focusing on helping my peeps complete ONE action? I didn't create ONE course or an eBook telling folks how to run Facebook ads, write sales copy, and flood their websites with spine-tingling sentences because that would've been too much information for people to absorb and take action on at one time.

And guess what happens when people get overwhelmed? They don't take action. Now, when you can't get people to act, there's no way they can achieve the results you promised. And without results, you won't have a tribe of loyal, repeat buyers.

This, my friend, is the circle of life for digital products:

1. You create a digital product.
2. You deliver digestible content, so your buyers are encouraged to take action.

3. Your customers/clients love you so much because they achieved results from the information you shared.
4. And they keep buying from you (BONUS: They tell all their friends to buy from you too.)

So here's the secret to chunking that content, boo:

1. **Finalize the vision first.** Outline the overall goal of the digital product and immediately define what you want buyers to achieve with the information.
2. **Map out the steps to achieve that ONE goal.** Once you have identified the overall goal, outline the steps it will take to achieve that goal. Make it easy and logical for people to follow. I LOVE using acronyms to define the steps because it's a great way to map out your content in a memorable way.
3. **Put some meat on the bones.** Now that you've identified the goal and the required steps to achieve the objective, it's time to put some meat on those bones by delivering valuable nuggets and action items for each step.
4. **Grab your pom-poms!** You want to cheer on your buyer every step of the way with stories of triumph, words of encouragement, so they trust you want to see them win. Now, even though you won't be providing one-on-one service, you can craft your content in a way that makes the buyer feel as if you're right there with her.
5. **Ask for feedback.** Lastly, ask for feedback. Why? Because asking for buyer feedback is the way to improve your digital products. Of course, everyone will likely not respond, but you can surely get some valuable critiques from those who do. So, get to asking the question, boo!

The bottom line is this:

More content is NOT always a great thing. Make sure you focus on delivering “edutaining” content and encouraging your buyers to take action, so they don’t feel bombarded with “work.” Make it fun, and you’ll gain a fan for life.

YOUR TURN

1. Brainstorm ways to “chunk” your content, so it’s easily digestible.

2. What ONE specific action do you want your customers to take after buying your digital product?

3. Were you already chunking your content before today’s Masterclass?

4. What did you learn in this section that will move you closer to your money goal?

WRITE A POPPIN' PRODUCT DESCRIPTION

Having a poppin' product description/mini-sales page that sells even when you're not in the room or livestreaming is the secret to making money while you snooze.

So first things first – you gotta plan your product by crafting a summary. The product summary is simply an exercise in putting your ideas on paper. It will also form the basis of your sales message.

No need to worry about grammar, spine-tingling sentences or any of that stuff because, in many cases, the product overview will be for your eyes only.

In the product summary, you want to identify the following:

1. **Product Goal:** Craft a short statement that summarizes why you're creating the course.
2. **Buyer/Participant Outcome:** Craft a brief statement outlining WHO is the ideal customer and WHAT he/she can expect to gain from investing in your product.
3. **Info-Selling Model:** Identify how you'll deliver the information and for what duration.
4. **Authority Anecdote:** Craft a brief statement outlining what gives you the street cred to deliver the product.
5. **Pricing:** Determine your money goal and work backward until you land on the per unit/participant price you need to accomplish your money goal.
6. **Module Map (Optional):** If you're creating a course or a masterclass, you'll need to create a list of bullets that map out each module or segment of your masterclass in a way that's easily consumable. Be sure to tie a result to each module or section, so your participants can achieve little wins along the way.

YOUR TURN - MAP OUT YOUR PRODUCT

1. Product Goal

2. Buyer/Participant Outcome

3. Info-Selling Model

4. Authority Anecdote

5. Pricing

6. Module Map (Optional)

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Now, that you have your notes all ready to go, let's dig into crafting the product description ...

The first thing I want you to know is this is NOT training on how to craft a full-blown sales page. The idea behind your digital product is that you'll price it at the "no-brainer level," which is below \$50 or \$100, depending on your audience.

What I'm saying is you likely won't need a 20-page sales page to sell a \$25 eBook or a \$47 Masterclass.

Got it? Cool! Now, let's dig into writing your product description/mini-sales page:

Step #1: What's the Message, Boo?

Use your product summary notes to craft the CORE message of your product.

For example, the core message for W.E.R.K. Your Website is "get the inside scoop on flooding your website with words that make you money" and "take your site from pretty to profitable."

The core message for this Masterclass is "teaching you how to package your genius into a profitable online product for repeatable revenue."

See how short, snappy and direct these phrases are? You need to tell folks exactly what your digital product is all about in as few words as possible so they can remember the core message.

Step #2: Craft Your Bodacious Bullets

The great thing about starting with a strong core message is it allows you to build smack-the-buy-button copy around it.

In this step, you'll craft a bulleted list (5-7 bullets on average) outlining the core benefits of your digital product. Now, notice I said "benefits" because we're not going to waste bullets on listing WHAT you get inside the digital product. Nope. Instead, we want to give prospects a whiff inside the product features AND details on why they need it.

Here's my secret formula for writing bodacious bullets that sell the benefits:

FEATURE FACT + IRRESISTIBLE BENEFIT = READER ACTION

Now, the **Feature Fact** is the tangible, obvious thing you get. Like a car with four doors. A yellow pencil. Four hours of coaching videos.

The **Irresistible Benefit** is the not-so-obvious yet super valuable component of your offer. For example, a car with four doors offers more room for everyone in the family. A yellow pencil is easy to spot in a cluttered desk drawer. Four hours of coaching gives you the step-by-step process of crafting irresistible sales pages.

You see, when you add an irresistible benefit to a factual statement or claim, you increase the likelihood the reader will take action. Why?

Because adding a benefit takes the focus away from your product and service and puts it on the reader's wants and desires. Now, undoubtedly your soul smiles every single time you talk about your business, your services and your work. Maybe you're excited about the new course you just launched to help folks create dazzling DIY designs.

Or you just learned a new skill and packaged up all your wisdom into a badass eBook. You're selling your course or eBook, so naturally, you want to flood your sales page with all the incredible features of these excellent products. Right?

Nope! The cold, hard truth is that nobody cares about you, your services or your info products. Sounds crude I know, but it's true. Folks are only interested in themselves.

Let me close out this topic with the 4 core rules of writing bullets:

1. **State your promise.** Express a clear benefit and promise for the reader.
2. **Make 'em bodacious.** Treat your bullet points like mini-headlines – use them to engage and fascinate readers.
3. **Be consistent.** Bullets are not necessarily always sentences, but they should complement one another and have a consistent flow of style.
4. **Avoid bullet clutter.** Keep sub-bullets to a minimum. This is NOT an outline of features; it's a list of benefits to entice your reader.

Step #3: Put It All Together

Now that you have a core message and bodacious bullets, it's time to put it all together to form a poppin' product description or mini-sales page.

1. Start your page with a brief description of your reader's problems. You can do this with questions or a couple of sentences.
2. Insert a short story that gives the reader a glimpse inside the promised land – the place where her troubles have vanished, and she's using her product to change her business or life for the better.
3. Include your list of bodacious bullets to seal the deal on what the buyer will get and WHY they should buy.
4. Add testimonials if you have them.
5. Include 2 to 3 buy buttons on the page if it's a mini-sales page. If it's a store product description, you only need one buy button.
6. Lastly, use your core message to craft a preliminary headline and subheading. Now in the next section, we'll talk about naming your digital product, which will come in handy if you want your main headline to be the title of your digital product.

Here are a few examples of product descriptions and mini-sales pages:

1. **Video Course:** <http://thecopycloset.com/fastmoneyvidcourse/>
2. **Book Sales Page:** <http://baab.biz/shots-fired/>
3. **Masterclass:** <http://thecopycloset.com/moneymoves/>
4. **Online Store Product Description:** <http://baab.biz/product/write-like-boss-masterclass/>

YOUR TURN - CRAFT YOUR CORE PRODUCT MESSAGE

1. Use this section to write your core product message.

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CRAFT AN OMG-INDUCING PRODUCT NAME

Crafting an OMG-inducing product name is hard ... BUT not impossible. You see, the trick is knowing what words appeal to your audience are ones that trigger them to take action.

On top of that, you have to choose a product name that YOU feel comfortable saying and promoting. Real talk ... if you're not excited about it every time you say it, your people will catch up on that, and they won't be excited either.

Outside of choosing the right words and being excited, here are the steps I use to bang out OMG-inducing digital product names:

Step #1: Keep It Short and Sassy

A great product name is memorable. You see, you want people to leave your live broadcasts or sales page remembering the name of your product – even if they didn't buy right away. So the next time you say it or they see it, it will feel familiar and they'll be more likely to smack the buy button.

Here are some steps you want to take when naming your digital products:

- **Keep the name of your digital product to 5 words or less.** For example, “Copywriting Quickies,” “W.E.R.K. Your Website,” *F.A.S.T. Money, Shots Fired*, “Slay Your Sales Page Masterclass.” See how these titles are short and sassy? I craft titles using language that appeals to my audience.
- **Add a subheadline to anchor the headline and let readers know even more about the benefits of your product.** For example, *Are You Ready for the Yes? How to Prep Your Brand for Lucrative Opportunities*. Or *Shots Fired! How to Write Copy that Pierces Hearts (And Opens Wallets)*.
- **Use acronyms.** I LOVE acronyms. Did I already tell you that? You see, they allow you to not only build content around the meaning of the acronym, but you can also craft an engaging, enticing and mysterious title that'll have folks racing to smack the buy button.
- **Add a little alliteration.** Alliteration means “the occurrence of the same letter or sound at the beginning of adjacent or closely connected words.” For example, “Slay Your Sales Page Masterclass” or “Bodacious Bullets Masterclass.” Alliteration is another element that makes your product name memorable and intriguing.

Step #2: Steer Clear of Hip Words for Signature Products

If you're creating a digital product you plan to sell years from now, you'll want to steer clear of "here-today-gone-tomorrow" lingo. For example, you can certainly name your digital product, "How to Get Lit on Livestream," but will that make sense to your audience next year? Or will "lit" be just another played out slang term?

You have to think about these things when naming your products. Now, you know I love using hip lingo, so I'm not saying don't use it at all, I'm just saying be careful when naming your product.

Here's the thing:

You can always go in and modify section titles and names, but it's much harder to change the name of a product that's already hot in your market.

Step #3: Pay Close Attention to Your Peeps

Listening to your audience is a great way to pick up on keywords in your product title. To come up with W.E.R.K. Your Website, I paid attention to how my audience responded to my use of WERK in general. I shared posts related to #WERKEthics a few weeks before deciding on the name of the online course. Because of the high level of engagement, I knew I'd found a winner. I did the same thing with *F.A.S.T. Money* and *Shots Fired*.

And that takes us to Step #4.

Step #4: Hashtag Your Product Name

I hashtag my product names. Why? Hashtags allow me to gauge engagement and encourage excitement about the topic. I've done this so much that I won't create a product name that's not "hashtagable." Here are a few of my most popular ones:

#FASTMoney

#ShotsFired

#WERKEthics

#WriteLikeABOSS

#SlayYourSalesPage

Let me bottom line all this for you:

An OMG-inducing product name appeals to your audience AND feels incredible rolling off your tongue. If you don't have both, you haven't come up with a winning name yet.

YOUR TURN - BRAINSTORM YOUR “HASHTAGGABLE” PRODUCT NAME

1. Jot down 3 to 5 key phrases your audience uses to describe their and goals.

2. Brainstorm 3 possible product names (remember to keep your names to 5 words to less).

3. Brainstorm a few possible subheadlines. Use <http://www.aminstitute.com/headline/index.htm> or <https://www.portent.com/tools/title-maker> to get your creative juices flowing.

WRITE LESS WITH MORE IMPACT

If you hate writing, you're going to love this section of the Masterclass. You see, people tend to believe that you have to write a gazillion words from scratch to propel folks to smack the buy button. But that ain't right.

All you have to do is know which words trigger your audience and push them to take action. And how can you determine these words? It's super-duper easy. So easy you're going to slap yourself six times when I tell how to do it!

Here are the steps to create more impact with less "from scratch" words:

Step #1: Describe pain points and benefits using the same words your audience uses.

When describing the grief and goals of your audience, it's important you create a sense of familiarity. When describing your audience's emotions, don't waste time searching for buzzwords and whipping out the dictionary. Simply use the same words or phrases your audience uses to talk about their pain (and triumphs).

For example, my audience often says they want to write in a way that makes them money. Hence the creation of my wildly popular pitch phrase: "... propel folks to whip out their credit cards and smack the buy button."

Step #2: Use their words to paint a vivid picture of the pain and promised land.

Now as you see in Step #1, I took my audience's core desire to write words that make money and turned it into a vivid, fun phrase that says the same thing just with a bit more swag.

I encourage you to do the same. Here, you want to take your people's words and give it life so they can visualize the pain or the promised land.

Step #3: Skip the Smarty Pants Act

Real talk ... your audience does not care how many 4- or 5-syllable words you have in your vocabulary, so please stop with the techie terms nobody understands. They want the inside scoop, the goods the secrets in plain English – words that'll make them feel something all while teaching them a thing or two.

Take me for example; I can certainly hit ya'll with all the copywriting methods, acronyms and rules I know ... and bore the MESS outta you. You see, you don't care about copywriting techniques and what AIDA stands for. You want to know how and what words to use to get your people to smack the buy button. Plain and simple. And because I'm all about giving the people what they want ... I deliver that.

Let me bottom line this for you ...

So how can you write less (from scratch) with more impact? Use the words and phrases your audience uses to describe their pain and triumphs so when they read your product descriptions and sales pages, they see familiar words they feel connected to.

When you can write copy that pierces hearts, you can undoubtedly sling sentences that OPEN WALLETS!

YOUR TURN

1. What have you learned in this section that will help you write better product descriptions?

2. What ONE thing will you change for the better when writing to sell and serve your audience?

3. What did you learn in this section that will move you closer to your money goal?

BONUS: NAME YOUR PRICE

Setting the right price is one of the most difficult things to do when it comes to creating digital products. It leaves you stuck between a rock and a hard place:

Set the price too low and folks won't recognize the value. Set the price too high and folks won't appreciate the value.

So how in the heck do you set the right price? Here are a few steps (in no specific order) I've taken to set pricing for my most popular digital products.

Step #1: Know Your Audience

If you've put out products before, you should have a good idea of what your audience can bear regarding price. Now, that's not to say you can never increase your price; it simply gives you a good starting point.

Step #2: Know What the Market Can Withstand

Scan your market to see what similar products are going for. For example, if you're planning to sell an eBook, check Amazon to see what other authors charge for similar types of books.

Step #3: Ask Your Audience

Now, this move is a bit risky. You see, some folks just want to pay the absolute lowest price no matter the value. So, you could offer a 10-week course, and they'd suggest you price it at \$20.

And while it's a good idea to get the feedback, don't let it be the ONLY way you determine your price. Remember you have something of value to offer. So making sure you are somewhere between what your audience will low ball for price and what you can realistically work it for is a good place to start.

Step #4: Offer Trial Pricing

Here's an example for when I launched the CopyCloset, the trial pricing was \$9.99. At that time, I only had a few pieces of content so I tested market interest with a trial investment amount. From there, we went up to \$24.99 before landing on today's monthly rate of \$47. Now the funny thing is, most of the \$9.99 members have unsubscribed. Why? Because many of them were purchasing simply because the price was so low.

Yet, my higher price members truly understand the value of the membership. So, I say all this to show that lowering the fee ain't always better when it comes to pricing.

The other good thing about offering trial pricing is that it allows you to test your pricing on a real market. For example, if you see a ton of people buying your book at \$7.99 and then no one buys it when you increase the price to \$21.99 then that may be an indicator that you have set your product rate too high for your market.

Now, sales will undoubtedly taper off at a higher price. However, your sales should not come to a screeching halt because you have increased the investment amount.

BONUS TIP: Many digital products marketers set up their pricing at what is known as a “no-brainer investment.” Using this pricing strategy, sellers will set pricing and no more than \$50 to \$100, depending on the market.

The idea is that at this investment amount, you've priced your digital product to sell. Note that this “no-brainer investment” pricing strategy does NOT apply to online courses and value-packed video courses where the value of the content far exceeds this range of pricing.

BONUS: TECHIE TALK

Now, I gotta tell you – writing is just ONE piece of crafting, selling and distributing your digital products. You see, you need technology to make it all come together.

And in this last section of the class, I'm spilling the tea on the technology I either currently use or have used to make my digital product dreams come true.

One last thing before we dive into the techie list ...

Please for the love of all things holy, consider your time as well as the cost of outsourcing. Some folks will get sticker shock from a vendor's quote and then spend 30 hours trying to figure out the action – which costs them more money in the end.

I am the first to say I do not and will not do everything myself. My time is valuable, and my clients would much rather prefer I spend it slinging money-making messages for them instead of tinkering with the tech setup of an email sales funnel.

Make sense?

Alright, let's get to the techie talk.

Payment Processors

Yes, there's no need in spending time packaging up an incredible digital product if you have no idea how you're going to get paid. Get your money with one of these payment processors:

1. PayPal
2. WooCommerce
3. Moonclerk
4. Stripe
5. DPD

Obviously, there's plenty more, but I'm only listing software I have personally used.

Digital Product Distribution

So, the whole idea behind digital products is they require LESS of you. And that's why you certainly need some automation in your life. These tools allow you to setup immediate delivery of an email or the goods themselves, so your buyer experiences your stellar customer service without you having to bang out 1,000 emails.

1. WooCommerce
2. Moonclerk
3. DPD
4. Amazon (for eBooks)

Email Automation

Now, I love using the payment processor/digital product distribution to deliver that initial buyer email. However, if you want to stay connected with your customer and offer them more of your incredible stuff (which I'm sure you do), then email automation software will certainly be your BFF. I've used:

1. MailChimp
2. ConvertKit
3. GetResponse

Here's what I want you to know:

Choose tools that are easy for you to use and maintain. PLUS, make sure they fit your budget. You see, it's tough bouncing around to this tool and that one after you've already set everything up only to find out you can't afford the monthly payment.

BONUS TIP: If you're hosting an online event – webinar, masterclass, and so on, try EventBrite. They charge you a little off the top, but you can setup the

event, email attendees, accept payments and export your participant list all from ONE place. I used it for several events when I first started out and loved the ease of it.

[illegible]

[illegible]

MEET YOUR MILLION-DOLLAR WORD STYLIST

Apryl Beverly, the “Million-Dollar Word Stylist” and founder of **BAAB Writing and Marketing Services**, crafts copy that has generated millions in revenue for solo entrepreneurs and some of the top brands in the United States.

Known for her educated, “tell-it-like-it-is” writing style, she recently hit the Amazon Top 5 Best Seller’s List in 3 categories just 24 hours after releasing her first book, *Shots Fired! How to Write Copy that Pierces Hearts (And Opens Wallets)*. Her recent book, *F.A.S.T. Money!* shot to the No. 1 spot on the Amazon Best Seller’s List 24 hours BEFORE the book’s official release!



In addition to being a sentence slinger, Apryl is a mom to the most amazing kid in the universe and is married to the masterful “money man.”

Learn more about Apryl at baab.biz and download her first bestselling book at shotsfired.co. You can also grab your copy of *F.A.S.T. Money!* [here](#).