







MODULE 7

SEGMENT 4



Types of Digital Products
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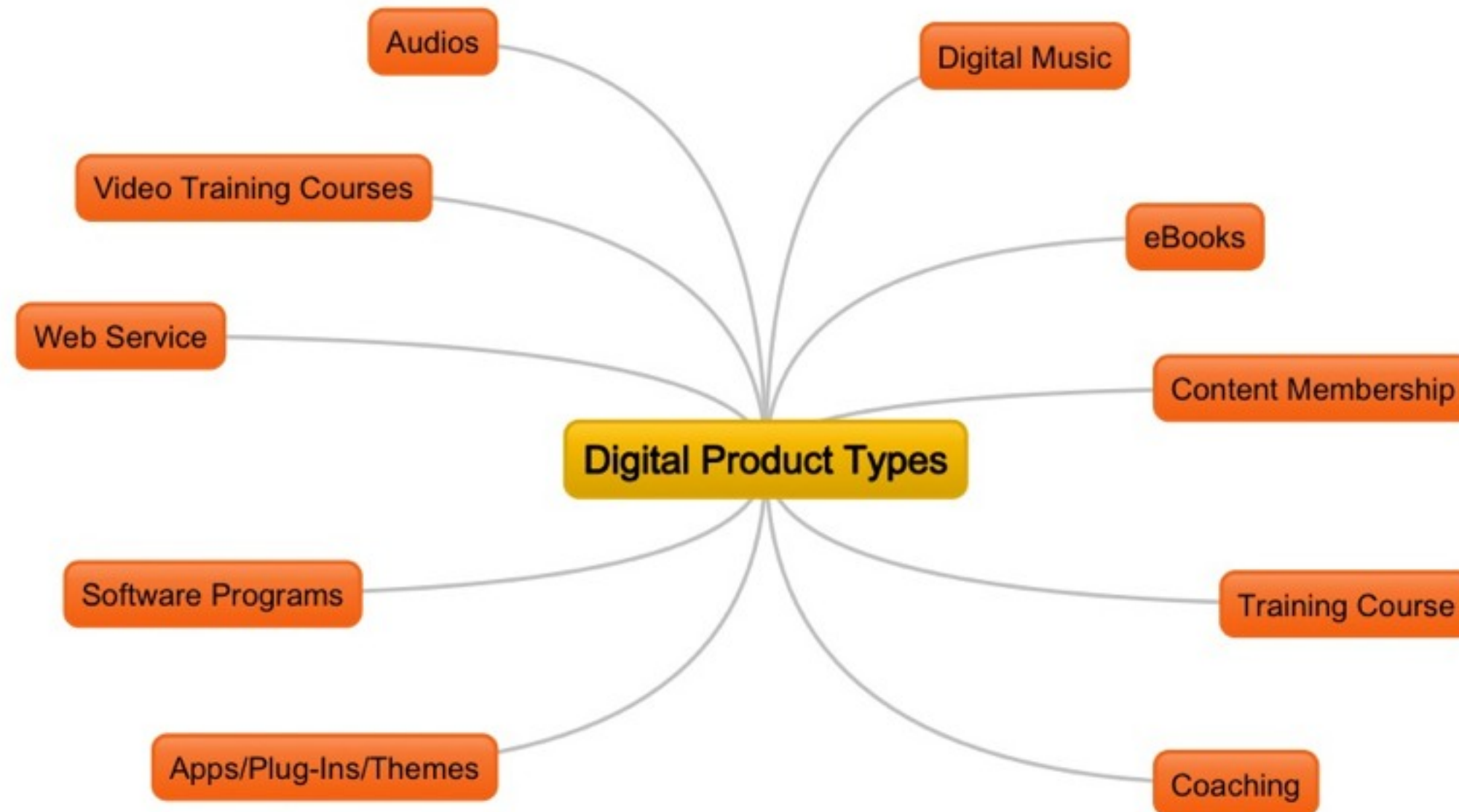


Types of Products

eBooks

- Digital music
- Audios, mediations or files
- Video Training courses
- Web Service or Software Program, Plug-Ins, Apps or Themes
- One on One coaching sessions
- Educational training products
- Content Membership

Types of Products



eBooks

Simply put, e-books are an electronic version of a printed book that can be read on a computer or hand held device designed for this purpose.

- They can be in PDF format, Kindle, ODF, Mobi, AZW, EPUB or LIT formats.
- The most common formats for Internet Marketers are PDF, for ease of viewing on multiple devices and AZW – which is the format for Amazon Kindle (if your product is a kindle book)

Digital Music

Digital Music Downloads are popular in some niches, such as music instruction and emotional or stress relief.

- These can be delivered easily in Mp3 format, and play on most computers, mp3 players and smart phones.

Audios, Meditations Files

Much like the digital music files, audios or meditation files can be delivered via Mp3

Web Service or Software Program, Plug-Ins, Apps or Themes

There are many other options OUTSIDE of ebooks or video courses.

- You can offer software:
 - SEO Software, Ranking Software, Website Builders
- Wordpress plug-ins such as: squeeze page builders, SEO plug-ins, social media sharing plug-ins, etc
- Apps: Mobile Apps, perhaps something to make life easier for your customers. A few more popular examples are HootSuite, GoToMeeting, Eventbrite & Statigram
- Wordpress Themes: Got an idea for a perfect theme? Why not create it (or outsource it) and sell it

One-on-One Coaching Sessions

One-on-One Coaching sessions are GREAT for upsells, and you can easily charge a premium price for them as you're offering a service NOBODY else can offer – 1 on 1 time with you!

- These can be done via a multitude of ways:
 - Private skype calls
 - Google Hangouts
 - Phone Calls
 - Even Email Support

Educational Training Products

Perhaps you want to offer something more serious, towards people looking to continue their education.

- Language Lessons
- Digital Textbooks
- Finance Guides
- Home Study Guides
- Etc.

Content Membership

Membership websites are GREAT for that reoccurring monthly income!

- Easy to Set up
- Easy to grow using your existing list, social media, or you can launch it as a product of it's own on Clickbank or JvZoo
- Easy to maintain, easy to obtain PLR content to use, or you can create your own!
- Many membership sites charge \$40 - \$100 per month and have hundreds, in some cases thousands of members happily paying that fee each month!

Let's Review

There are MANY different types of products available for you to create, you're not just limited to ebooks or video training:

- eBooks
- Digital music
- Audios, mediations or files
- Video Training courses
- Web Service or Software Program, Plug-Ins, Apps or Themes
- One on One coaching sessions
- Educational training products
- Membership Website