

Digital Product: Path to Your First \$1,000

Digital products — ebooks, templates, mini-courses, printables — earn money while you sleep. The tradeoff: you need more buyers at lower price points. The key is building a small audience first, then selling something that solves one specific problem.

Your Numbers

Price at \$29. You need 35 sales to hit \$1,015. Or price at \$49 for a more comprehensive product and need only 21 sales.

Key Metric to Track: **Units sold this week**

YOUR STEP-BY-STEP PATH

Week 1

Target: \$0 (validation week)

Milestone: Validate your idea and outline your product

- Identify one painful problem your audience Googles or asks about
- Ask 10 people: 'Would you pay \$29 for a [product] that solves [problem]?'
- Outline the product (table of contents, template list, or course modules)
- Choose your format: PDF guide, Notion template pack, or video mini-course

Week 2

Target: \$0 (build week)

Milestone: Build your product and set up a sales page

- Create the product — aim for 80% quality, not perfection
- Write a sales page with: headline, problem, solution, what's included, price, buy button
- Set up payment and delivery (Gumroad, Lemon Squeezy, or Payhip)
- Create 3 preview images or a short product walkthrough

Week 3

Target: \$200-\$400 (10-20 sales)

Milestone: Soft launch to your warm audience

- Send a personal launch email to your contact list or newsletter
- Share the product on social media with a 'why I built this' story
- Offer a launch-week price (\$19 instead of \$29) for early buyers
- DM 15-20 people who expressed interest during validation
- Ask early buyers to share feedback and screenshots

Week 4

Target: \$500-\$700 (25-35 total sales)

Milestone: Collect social proof and expand reach

- Add testimonials and results to your sales page
- Write 2-3 short posts showing how the product works (results, before/after)
- Reach out to 3-5 people with audiences who might share your product
- Raise the price to full (\$29-\$49)

Week 5

Target: \$1,000+ (40-50 total sales)

Milestone: Run a promotion push and cross the \$1,000 mark

- Create a 48-hour 'last chance' deal with a bonus add-on
- Publish a free piece of content that naturally leads to the product
- Partner with one creator for a swap or affiliate share
- Email your buyers asking for referrals ('Know someone who needs this?')

Common Mistakes to Avoid

1. Spending 3 months building before getting a single pre-order
2. Pricing at \$5-\$9 because you feel the product isn't 'big enough'
3. Launching without an audience — even 100 email subscribers is enough
4. Adding too much content instead of solving one problem well