

# “Selling Digital Products Online”

## A Special Report Brought To You By **ProFromGo.com** & Chris Vendilli



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# Introduction

**H**ello and thank you for downloading my special report on selling digital products!

In this report I'm going to cover just a few of the basics with you and give you an idea of how ridiculously easy this can be once you learn the ropes.

Like anything, selling digital products online & doing it well takes a little bit of practice. Each time you create, market, & sell a new information product the associated tasks will get easier & easier with each subsequent product.

In the beginning, and without guidance, you'll find yourself attempting to do all of the work yourself. This is the trend/habit I want to **b-r-e-a-k** you of immediately. I'm going to show you how to assemble a team around you to help you with all the "dirty work."

This will save you from having to spend months or possibly even years in the trenches before your first big breakthrough digital product.

In this report I'm going to show you a little glimpse of a few of the projects I've been involved with, some success stories other marketers have experienced selling digital products, and also introduce you to many useful tools & resources that will put your next digital product launch on fast forward.

My fascination with selling digital products began when I realized this method made it possible to earn money online, starting quite literally, from scratch. You need nothing but a little motivation, an idea, and a computer to start making money!

The information contained within this report is just a tiny fraction of what I have lined up in the [Pro From Go member's area](#).

If you enjoy this report and would like more related information, videos, audio interviews, & access to a fast-growing community of like-minded professional internet entrepreneurs who specialize in selling digital products, then [consider joining us!](#)

Just imagine an entire online community of digital product vendors all huddled up together in one place, bouncing ideas off one another, and mutually contributing to an impressive database of "How-To" information... because that's what [Pro From Go](#) is in a nutshell.



Our community of successful digital product sellers is growing rapidly because there's detailed actionable step-by-step content packaged right in the middle of a helpful & supportive group of like-minded people.

We would love to have you as our newest member & once you finish reading this report you could be logging into the member's only forums and introducing yourself for the first time in just minutes.

Thanks again for grabbing up this free report. Make sure you sign up for the Pro From Go blog & email newsletter for more valuable tips & content even if you're not quite ready to join us yet.

**Thanks,**

A handwritten signature in black ink that reads 'Chris Vendilli'. The signature is fluid and cursive, with a large initial 'C'.

Chris Vendilli  
Owner & Founder, [ProFromGo.com](http://ProFromGo.com)

## Part 1 – Dream. But Just A Little...

As entrepreneurs and potential entrepreneurs most of us all have one thing in common: we're dreamers!

We day dream constantly, fantasize about things we want to own, places we want to go, and so on and so forth.

Non-entrepreneurial types might scold us for being such dreamers & even tell us that it's a waste of time & yada, yada, yada.

Dreaming & fantasizing about where you want to go in life is perfectly healthy, as long as it's done in moderation.

As a matter of fact, I want you to actually write down a few of the things you'd like to have most in this world. Be sure the things you write down are realistically attainable. Once you've written them down take a close look because you've just identified a few of your **long term goals**.

In order to reach those long term goals we'll also have to "dream" up a few short term, and more easily achievable goals. These short-term goals should be related to your internet business. I.E. – "Build an email list of 3,000+ responsive double opt-in subscribers in the next 3 months." Or, "create a new membership site with a recurring revenue of \$500 per month." You get the idea, right? Now go ahead & jot down a few of your own short-term business goals.

Don't go too easy on yourself with these short term goals, they should still be a challenge. But on the same token, don't make them overly difficult & set yourself up for failure.

Identifying & establishing your goals is one of the first components of building a successful internet business & it's the first thing we'll focus upon & develop together should you [become a member](#).

Once you've established some goals, the next step is to formulate a plan to help make these goals come to profitable reality.

## Part 2 – Organizing Your Approach...

The next step after you’ve brainstormed up your goals is to get into “action” mode. Before we go off blazing saddles & riding into the sunset we first need to organize our approach, or in other words, create a “plan.”

The ultimate aim here is to reach your short-term & long-term goals by getting a profitable internet business of selling digital products up & running, right?

So the next question is, what the heck are you going to sell?

Well, we’ve already narrowed our options down dramatically by deciding to follow a proven internet business model which consists of “selling digital products.”

So what exactly is a “digital product?”

There’s many different types of digital products and the easiest way to sum it all up, is by saying that a digital product is anything that can be delivered “electronically.”

Some specific examples would include ebooks, special reports, video tutorials, audio recordings, software, among many others.

The simplest type of digital product to create is an information product. Information products consist of concise & valuable information packaged into a format to help the buyer digest this information nice & quick. Information products should contain maximum value!

Here’s an example: a downloadable ebook on how to get great search engine rankings, along with a package of 10 videos containing step by step screencast demonstrations of how to optimize your website for lots of search engine love.

So, now that we’re organized & ready to aim for our goals, it’s time to pick a niche. Niche research can be done in a number of different ways. The more “scientific” you are about your niche research approach, the better success you’ll have.

By scientific, I mean you should be analyzing & tracking your research & findings in a very systematic format. You don’t have to be the next Albert Einstein to take a scientific approach.

Think more like 3<sup>rd</sup> grade science class where we used to compare rocks & plants. Just make a few tables with all the important selection criteria as the table headers. (No



need to learn HTML & make the tables on your computer, just scribble it down in a notebook).

Next, go do a little research & examine some of the other products already being sold in your niche. You'll want to look at how long they've been online, what keywords they're going after, and how much they are charging for their product. Also take note of whether or not they have an affiliate program, how much they pay their affiliates, and anything else you deem important.

A few helpful sites for doing niche research include:

<http://www.WordTracker.com>

<http://www.MarketSamurai.com>

This is just a few great tools out there for helping you with niche & keyword research & we'll cover these as well as others more in depth in the [Pro From Go member's area](#).

I'm also a huge fan of seeing what people are "talking about" online by sniffing around a few social networks, online groups, & discussion forums. I'll also closely cover how to spy on these key areas in the Pro From Go member's area too... because this is where people really let their guard down & literally **tell you** what sorts of products they're willing to buy online!

## Part 3 – Product Creation...

Once you've decided upon a niche you'd like to infiltrate it's time to get down to the nitty gritty.

This is where the fun really begins. Here's where we'll determine a format for a new & unique digital product, and also ensure that it's something that delivers maximum value to the end user.

The most common & easiest of all the various types of digital products to create, is the ebook, or "downloadable report."

### **Options for creating your .pdf ebook (the suggested method)**

There are several ways to create an eBook on your own without outsourcing the creation process to a freelancer as described in the "Outsourcing" section at Pro From Go.

If you're not a good writer or don't enjoy writing I highly discourage you from doing this yourself. I recommend creating an outline & getting someone else to write your ebook for you. You'd be shocked at how cheaply you can have this done & I go over some great methods for finding an experienced & affordable writer in the member's area. I've even gotten other people to write for me for FREE just by being a little clever & always keeping an eye out for talent!

One of the more popular methods of creating an eBook is by using a program called Open Office.

Open Office is 100% free and makes creating an eBook a breeze since you can include active hyperlinks (which allows differing anchor text and display text in hyperlinks - a hard to find feature with .pdf creators), one click publishing to .pdf, and a very easy to use interface similar to Microsoft Word.

I use Open Office for all of the ebooks I've ever created, including this one that you're reading right now. You'll find it pretty simple to use, there's very little learning curve involved & best of all, it takes all of the hassle out of getting your ebook into the very popular .pdf format.

The file you'll have to download in order to get Open Office installed on your computer is quite large. Try starting the download late at night right before you're ready to go to bed and let it work on downloading this installation file while you sleep if you have a slow internet connection! After all, these computers are supposed to be working for us, not the other way around...



Once you get the installation file downloaded and installed on your computer you'll be well on your way to creating your ebook & selling it for automated online profits.

You can download Open Office by visiting their site:



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There are also a lot of other popular programs for getting your ebook into .pdf format. Another very popular application for creating .pdfs is called **pdf995**, which you can learn more about here:

[Click here to visit the PDF 995 website](#)

Aside from creating & selling an ebook you might also consider video tutorials, how-to videos, or any other sort of video presentation option. Using online video is a great way to really connect with your customers & also to boost the perceived value of your product. You can also submit your video to popular video sharing sites & use it to get more traffic to your offer.

I cover the in's & out's of creating high quality video to share with your customers or in your product in the [Pro From Go Member's Area](#).

## Part 4 – Website Development...

There's only a handful of steps involved with creating a website designed to sell a digital product online. I'll even go as far to say that it's easy to build a site for selling your digital products, once you [learn how](#) that is!

The reason being, is that you really only need a few pages on a digital product sales site. You need a page describing the benefits of your product that "sells" it to your prospects. This is otherwise known as "the sales page." The sales page might also be referred to as your "sales copy" or "pitch page."

Copywriting is the art of writing a sales page. Professional copywriters are known to charge anywhere from \$200-\$25,000 just to write one sales page. Copywriting is a job best reserved for a pro but if you're not in the position to hire a pro copywriter, I also go over how to do it yourself in the [member's area](#).

My first ever digital product launch used sales copy that I wrote myself and we brought in well over 5 figures in the first week! This was also my first attempt at writing a sales page. This product is no longer for sale, but you can view this product & sales page [here](#).

Nowadays, I always like to hire a pro for my sales copy because I know that it can make a dramatic impact on profits.

Imagine a sales page that converts at 1%. That means that 1 out of every 100 visitors purchases the offer. If you get 1,000 visitors that means you should make 10 sales.

Now, let's say it's a \$50 product just to make the math simple.

So 10 sales x \$50 each = \$500 right? Not too shabby.

Now, let's say you go with a pro copywriter who enhances your sales copy and gets it up to a 4% conversion rate. A 4% conversion rate is not too hard to reach for a pro!

Now, again... let's take 1,000 visitors with a 4% conversion rate.

You've now made 40 sales versus just 10 sales from the page that only converted at 1%.

Do the math again:

40 sales x \$50 per sale = \$2,000 !!!



I'd much rather spend a few dollars on a pro copywriter and earn \$2,000 for every 1,000 visitors versus \$500 for every 1,000 visitors! Wouldn't you? The investment in good copywriting pays for itself very quickly.

The second most important part of a website designed to sell digital products is the affiliate's section of the site. You should provide your affiliates with every tool they'll need to make promoting your product super easy.

I cover how to create a killer affiliate resources page in the [member's area of Pro From Go](#).

Aside from your "pitch page" with killer sales copy, and really easy to use affiliate tools, there's not much more to a minisite designed solely for the purpose of selling your digital products.

You may want to include a "Contact" page which is super simple to whip up... or perhaps add some legal disclaimers like "Terms of Service, Privacy Policy, Terms of Use," and etc. Hint: the legal disclaimer links at the bottom of your sales page will also earn you some brownie points with most of the big search engines! They like seeing those links down there because it reflects positively upon your site & company when you freely provide this sort of information to visitors.

## Part 5 – Conclusion...

In conclusion, I've given you a very small peek into the world of selling digital products. I wanted to show you that it's much easier than you might think, and that anyone can do this!

I've roped in a few of my marketing buddies & convinced them to share some of the details pertaining to their own digital products. I make no claims or inferences that I've contributed to their success in any way... I simply asked them to share their experiences & results with selling digital products online to show you that this is a very viable & very doable business model, check out what they had to say...

**Marketer:** Charles Kirkland

**Company Name:** Web Tools Now

### **How Charles Got Started With Internet Marketing:**

I got started online in 1999 by building niche sites and learning what worked and what didn't. I have spent a large amount of my time testing and tweaking in my own niches, because that is how I find out what works. My main goal is to drive traffic to my sites via SEO & PPC.

### **A Digital Product Charles Kirkland Is Currently Selling:**

<http://www.WebToolsNow.com>

**Approximate Income Generated From This Product (& Promotions To The Resulting List):** \$100,000+

### **A Few Words Of Advice To Anyone Wanting To Create, Market, & Sell Their Own Digital Product Online:**

The only way to do it is just to take action. The big key is to test everything and always be improving on what ever you are doing.

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**Marketer:** Jay Deiboldt

**Company Name:** Ace High Enterprises

### **How Jay Got Started With Internet Marketing:**

I was locked into a dead-end job and was having trouble paying my bills, and I knew there had to be a better way to spend my days.



**A Digital Product Jay Deiboldt Is Currently Selling:**

<http://www.GoogleSlapper.com>

**Approximate Income Generated From This Product (& Promotions To The Resulting List):** 5 Figures In The First Week!

**A Few Words Of Advice To Anyone Wanting To Create, Market, & Sell Their Own Digital Product Online:**

Find the market before you create the product - not the other way around. You could have the best product in the world, but it does no one any good if people aren't willing to spend money to buy it.

**Marketer:** Sean McAlister

**Company Name:** JV Product Launch

**How Sean Got Started With Internet Marketing:**

I became involved with IM over 10 years ago mainly using various platforms for my offline business. Then after about 7 years of learning and meeting new people I began to focus my efforts more and more online. I have had the opportunity to network with some of the best Marketers in the Industry and continue to meet great people everyday.

**A Digital Product Sean McAlister Is Currently Selling:**

<http://www.JVProductLaunch.com>

**Approximate Income Generated From This Product (& Promotions To The Resulting List):** 6 Figures Annually

**A Few Words Of Advice To Anyone Wanting To Create, Market, & Sell Their Own Digital Product Online:**

My advice is to realize that as with any successful business....things take time. There is no magic bullet other than pure determination. Do your research. Build solid relationships through effective networking. And stay committed until the project is complete. Ensure a quality product through a commitment to integrity, value, and a 1st class presentation.

As a JV Broker, I represent some of the most talented, intelligent, creative and hard working product developers/ affiliates / publishers in the industry. I do not have one favorite over another as all of the products that I end up representing must meet certain quality criteria or they don't get into my mix. I will say though that Chris Vendilli has put



together one of the best ones that I have seen. Pro From Go is well laid out, overfilled with value and 1st class all the way.

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**Marketer:** John Tan

**Company Name:** Integrity Publishing

**How John Got Started With Internet Marketing:**

I got started with IM after reading a book called "The Secrets Of A Self Made Millionaire." At that time, I was about to get married so I needed cash pretty fast. So I decided to give IM a go and become a self made millionaire.

**A Digital Product John Tan Is Currently Selling:**

<http://www.SBOResaleTreasures.com/>

**Approximate Income Generated From This Product (& Promotions To The Resulting List):** \$3,000 Recurring Income Per Month, Since Launch.

**A Few Words Of Advice To Anyone Wanting To Create, Market, & Sell Their Own Digital Product Online:**

Market research is very important. There's no point wasting your precious time creating a product that nobody is going to want. Proper market research is a must before you start creating your own product.

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**Marketer:** Brian Edmondson

**Company Name:** InternetIncomeCoach.com

**How Brian Got Started With Internet Marketing:**

I started out as a web designer for small business owners. It was nice having my own business, but I was still trading time for dollars. Eventually, I learned more about information marketing, and realized I could sell the marketing advice to business owners that I was giving away for free with my web design services. It didn't take me to long to figure out that selling information on the internet was better than trading time for money.

**A Digital Product Brian Edmondson Is Currently Selling:**

<http://www.15kin7days.com>

**Approximate Income Generated From This Product (& Promotions To The Resulting List):** Total sales, including upsells, affiliate promotions, etc. grossed



\$50,000 the first week of launch. Now that I focus on building my list with traffic to this product I continue to make additional sales from that list.

**A Few Words Of Advice To Anyone Wanting To Create, Market, & Sell Their Own Digital Product Online:**

Just do it. Marketing digitally based information products on the internet has to be one of the best ways to earn a living. Be sure to have a good quality product, build your list for backend sales, and focus on building an affiliate base to promote your product.

One of the things I do which many affiliates don't (and something you should do as well) is personally review any product or service before I recommend it. Even better, in many cases I will use the product to get results then report those results as a value added to my subscribers. With that in mind, I spent a few hours going through the Pro From Go website and found it to be very well organized and providing a lot of value. Chris did a great job putting together a comprehensive resource on all the steps required to start, build, and grow a successful online business.

**Marketer:** David Lovelace

**Company Name:** 6 Figure Marketing

**How Dave Got Started With Internet Marketing:**

I got my start by creating an audio interview product with an eBay expert. One thing led to another. I formed relationships with the top players in the marketplace and organized the largest sales event ever in the eBay niche, featuring training from those industry leaders that generated over \$65k in 1 week. I repeated these events three times with similar success. But it all started with choosing to create my first info product!

**A Digital Product David Lovelace Is Currently Selling:**

<http://www.InfoProductCreationFormula.com>

**Approximate Income Generated From This Product (& Promotions To The Resulting List):** My first month generated over \$10,000 and continues to convert to sales today..

**A Few Words Of Advice To Anyone Wanting To Create, Market, & Sell Their Own Digital Product Online:**

Before you get started, do your homework. Research the marketplace to see if people are already spending money in a niche. You DON'T want to be the first to blaze a trail. If you have competition, that's a good thing. It means there's a market of buyers that already exist and that others are already making money selling to them.



Next, check out your competition to see what they're offering and how they're offering it. Buy the product, then ask yourself, "how can it be improved?" What "holes" or faults can you find in the product? Then fill in the gaps and enter the marketplace with your new and improved version! And remember, there are many formats for creating your product other than a "vanilla" ebook. Think audio, video, CD, DVD, physical book, etc...

Another critical thing you need to ask yourself before creating your first info product: "Are there places I can advertise online for this product?" and "are there other related products that I can sell to them in the future?" If the answer is no, then that specific product may not be the best choice.

Either way, it's important to understand that you do NOT have to be the expert to create an information product. Customers don't care where the information comes from as long as it solves their problem! And you don't need a lot of money to get started. I created my first information product completely free by interviewing an expert. The marketing/advertising was completely free too, because I used other people's assets to send me traffic and sales (think affiliates). You just have to be willing to put in the sweat equity up front. Go for it and you'll never look back!

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**Marketer:** Mike Steup

**Company Name:** Mike Steup Enterprises

**How Mike Got Started With Internet Marketing:**

I got started as a freshman in college. I was just looking for some extra money so I didn't have to get a job while going to school. I never dreamed it would turn into a full time gig, let alone something that has allowed me to live the way I want to live.

My first experience with making money involved as many of those "get paid to surf" programs that I could find. I made a few bucks doing that, but heard there were better ways to make much more money. So I started looking around, and started placing some ads for a few affiliate products, and made more money.

From there I was hooked, and eventually graduated to creating my own products, focusing on building my list, and have enjoyed working from home full time for more than 3 years now!

**A Digital Product Mike Steup Is Currently Selling:**

<http://www.PLRArticlePro.com>

My best selling product is a software program called PLR Article Pro – it is a great tool that takes any set of articles and instantly turns them into fully functional websites, with



built in Clickbank, Adsense, and Amazon ads.

This was my first big seller, and has been on the market for almost 3 years. It still sells as good (if not better) as it did when I first put it online.

This product is also one of my best list builders. The home page is a squeeze page that gives away 100 PLR articles for free. After visitors sign up for those articles, they are sent to the squeeze page. Over the years, this site has been responsible for over 25,000 subscribers to my opt-in list.

This product didn't really sell very well until after I put up the squeeze page. I probably made 15-20 sales, but after I added the squeeze page, sales just exploded. The biggest reason the sales exploded after I added a squeeze page is because I gave people something they can use on the front end, and then showed them a very easy way to put that gift to use right away.

After all this time, it still brings in 30-50 subscribers each day, and 5-6 sales each day.

**Approximate Income Generated From This Product (& Promotions To The Resulting List):** Sales from the software just recently passed the \$100,000 mark. From income from promotions to that list, it has to be close to an additional \$100,000, if not more.

**A Few Words Of Advice To Anyone Wanting To Create, Market, & Sell Their Own Digital Product Online:**

My best advice that I can give anyone would be this: no matter what you are doing . . . what you are selling . . . make sure that you have some way to build your list while you're doing it. If not, you're wasting your time.

Like I mentioned earlier, sales for my PLR Article Pro didn't start to pick up until after I added a list building feature. The sales from the software have been great, but the list that I built from that site has brought in cash many times over.

Either use a squeeze page, an exit pop up of some kind, or a sign up form somewhere on your sales page. No matter what you do, build your mailing list while you're doing it.

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You've seen some special tips to getting your product created & noticed in this short "no fluff" report. I'd like to help you get your very own digital product up & selling online! Our community of internet marketers is waiting for you open-armed and we're more than willing to put your success at the top of our agenda.



I personally have multiple websites selling digital products, and each one of them also builds me opt-in email lists on auto-pilot. The most recent of my projects was <http://www.TwitterHints.com> which I did with a friend, Walt Prorok, who was interested in getting into “the internet marketing game.”

He was skeptical at first, but he set his reservations aside & followed my detailed approach. Now, his first ever digital product selling website brings in about \$100-\$200 per week on complete auto-pilot, and better yet, he’s built an opt-in email list of over 4,000 subscribers that he can continue to market other products to for additional affiliate income!

Walt’s website gets 20-100 new email subscribers per day and continues to make backend sales. He had the whole thing up & running in less than a few weeks.

I want to help you create, market, & sell a digital product. I have an entire website & community of professional internet entrepreneurs who are also waiting for you.

Visit [ProFromGo.com](http://ProFromGo.com) today and become our newest member & next big success story! We're waiting for you... click [here](#) to visit us now...

**Free Membership Coupon**  
**Limited Time Only**

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*\*This coupon is good for 90% off the regular \$47 new member registration price. Using this coupon, you'll be able to register for just \$4.95. This coupon may be canceled without notice or warning, and at any time. If you click on this coupon & the discounted price is no longer available, no exceptions will be made.*



Check out the [Pro From Go blog](#) & email newsletter too... you can subscribe for more great **free** content to help you build your list, content on building & selling profitable information products, and free information about how to make money online, right from your home computer!

Here's the link for the Pro From Go Internet Marketing blog:

<http://www.ProFromGo.com/blog>