

A wooden desk with a laptop, a white mug, a blue pen, and a spiral notebook. The laptop is open on the right side of the desk. A white mug is on the left. A blue pen is in the center. A spiral notebook is in the bottom left corner.

# 20 DIGITAL PRODUCTS TO SELL ONLINE

Hamza Rajpoot

# Why Digital Products?

Digital products continue to flourish in the online business space and the benefits of joining this market are endless. When you sell digital products, you have the potential to create regular passive income for yourself. Overhead and maintenance is very low compared to having a physical product business and you can work from home or anywhere you want. Your digital products will never run out of stock and they will continue to bring in income because they last forever!

## Where to Sell

There are many platforms that you can upload and sell your digital products and they vary based on what you are selling. Here are just a few of my recommendations:

Etsy // Amazon // Creative Market // Your Own Website

## How to Create Digital Products

The software and platforms you use depend on what digital products you are creating. Here are some of my recommendations:

### For Digital Downloads:

Adobe Illustrator  
Photoshop  
Canva  
Procreate

### For Templates:

Templett or Corjl  
Canva  
Editable PDFs  
Microsoft Word

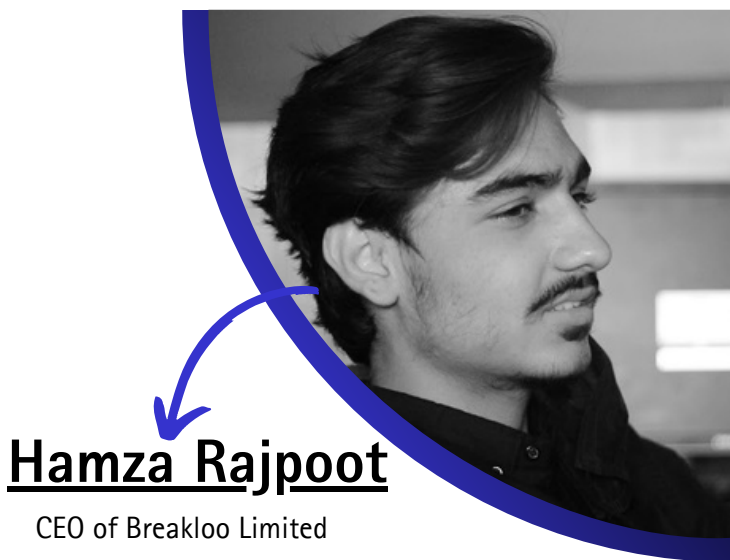
### For Courses/Teaching:

Teachable  
Thinkific  
Kajabi  
Udemy



# Have Questions?

## Connect with me!



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# 1. Wedding Invitation Templates

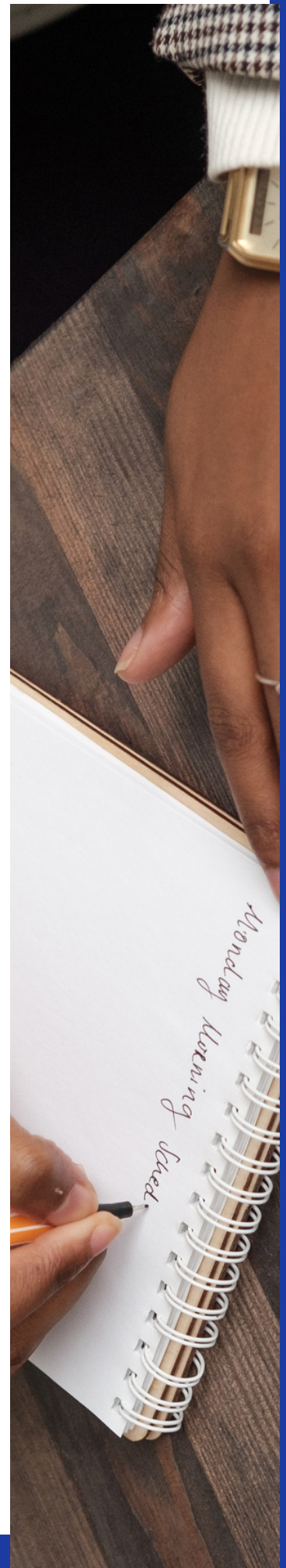
Templates for wedding invitations, seating charts, menus, and all event stationery sell really well on Etsy! Templates allow customers to edit the designs you offer so they can personalize it to their preferences. The two design platforms I recommend for creating your templates are [www.templett.com](http://www.templett.com) and [www.corjl.com](http://www.corjl.com).

## 2. Greeting Cards

People LOVE greeting cards - especially unique ones that they would only find online created by small businesses. You can design printable cards for all seasons, occasions, and special events! Customers will have the option to send them to their friends and family digitally or print out hard copies.

## 3. Printable Wall Art

Art printables are high on demand, especially on Etsy. Start by choosing a niche that you're passionate about. Examples are nursery wall art, minimalist wall art, motivating office wall art, etc. Try offering customers different sizes of your digital prints within each listing so it gives them options to choose from.



## 4. Digital Planners

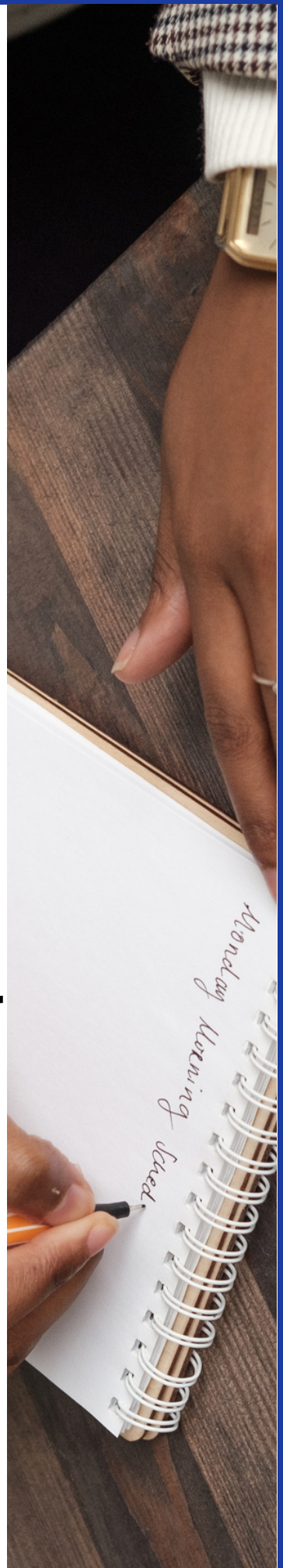
There are many types of digital planners you can create and sell. Try exploring with daily planners, goal planners, meal/workout planners, and printable calendars! You can give customers the option to fill them out digitally or print and fill them out by hand.

## 5. Digital Trackers

Trackers are a great way for your customers to write down, analyze, and improve their habits and/or actions. Some great and popular trackers that people purchase daily are habit trackers, mood trackers, weight loss trackers, etc.

## 6. Resume/Cover Letter Templates

Resume and cover letter templates are high on demand on Etsy with less competition than many other digital products. If you are skilled in laying out professional and appealing resumes and cover letters, this is a great digital product for you to explore. You can create a template on Microsoft Word for customers to work with.





## 7. Business Cards/Logos

Business cards and logos can be offered as a customized product by you based on the client's requests or in the form of templates with all the elements and fonts available to the customer after purchasing. You can bundle a product that comes with a business card and logo so the customer ensures that they are cohesive.

## 8. Thank You Cards

Business thank you cards are a great way for small business owners to add a nice touch to their packaging and get return clients on a consistent basis. A thank you card can be offered as a template where customers can personalize it to their business name, slogan, discount offer for the next purchase, social media handles, etc.!

## 9. Pinterest/Instagram Templates

Templates for pins and Instagram posts are high on demand and competition is lower for this product on Etsy compared to many digital downloads! You can create a bundle of 10-20 pins or posts that follow a theme and/or branding colours that small business owners and content creators would love and appreciate.



## 10. Email Newsletter Templates

If you love to write and want to get creative on creating appealing and interesting newsletters, business owners that struggle with this skill would love templates for their email newsletters that they send to their email list on a consistent basis. Check Canva's newsletter templates to get inspired and create your own templates on Canva!

## 11. Printable Coloring Pages

Coloring pages are BIG on Etsy. Whether you are creating coloring pages for kids or adults, this is a trending digital download that serves as a fun hobby for many people. Get some inspiration online and discover the possibilities of what you can create. Then have some fun and get creative with your own style!

## 12. Printable Props/Games

How fun are party props? You can create bundles of printable birthday props, bachelor props, photobooth props, and so much more! You can take it a step further and design printable games that suit the theme of your props so it encourages customers to purchase more from your shop.





## 13. Stock Photos/Mock-ups

If you are a photographer or you have a passion for taking high-quality photos, you can sell your photos on platforms like Creative Market, Shutterstock or Etsy. I personally have purchased many mock-ups to showcase my printable wall art and stock photos to use in my social media content.

## 14. Clipart/Graphics

Your own clipart can be sold in bundles on Etsy, Creative Market, Shutterstock, and many other platforms. Browse through Creative Market to get an idea of what types of graphics you would enjoy designing and creating from scratch (i.e. flowers and greenery, watercolor animals, seasonal graphics, etc.). I recommend Adobe Illustrator and Photoshop to create your graphics.

## 15. Fonts

If you love to hand write and you are constantly complimented on your hand lettering skills, it's time to put that to use and create your own beautiful fonts! There are many platforms that you can create, share and download your fonts.



# 16. Affiliate Marketing

Affiliate marketing is the process of earning a commission by promoting other company's products. If you love a product and you promote it to others, you earn a piece of the profit for each sale that you make. I highly recommend doing this only for products that you are passionate about based on your own experience.

# 17. E-books

If you enjoy writing, whether it's fiction or helpful information that you want to share with your audience, ebooks are great digital products for you to create and sell. Depending on who your target audience is, you can write short stories that are fun to read or "how to" books that help people achieve a specific task or goal.

# 18. E-courses

When people are constantly asking you about a specific skill you have mastered that has helped you or someone else get results, it's definitely time to consider packaging your expertise in a digital course. Platforms that you can use to create your online course are Teachable, Thinkific, Kajabi, and Udemy.



# 19. Plans/Programs

A program can be laid out as a 4-week plan, 8-week plan, 12-week plan, etc. for a client that is looking to reach a specific goal. For example, if you are knowledgeable in health and fitness, a great digital product would be a meal plan or workout plan that your clients would follow to reach the goals they are aiming for and what the plan promises them. This can be used for any niche that you are an expert in.

# 20. Coaching

Providing 1-1 coaching sessions for clients is the perfect way to understand what your ideal customers want based on the questions and struggles your clients will have. You can offer 1-1 coaching or group coaching online through zoom calls (or Facebook groups) and charge a premium since you are offering your clients customized strategies that are suited specifically for them.



# Want to setup your e-commerce store or website for Business

Book a free Consultation with me!

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