

\$8 Million Digital Product Blueprint

There's this one crazy strategy that raked in a sweet \$8 million in digital product sales for this person. It's like the golden ticket to slaying the game with digital products, and it's about to blow minds.

This person started their first gig as a college dropout with a mere 81 cents to their name. Fast forward, they hustled their way to a six-figure photography studio and then dove into the digital products scene, pulling in a cool \$2 million annually.

So, let's talk real talk. The digital product world is a noisy mess—eBooks, printables, courses—it's a wild west out there.

Chances are you're drowning in options, wondering, "Where do I even start?"

Been there, done that.

Back in 2014, this person had no clue what they were doing. They created over a hundred different digital products—eBooks, printables, guides, courses, you name it. It was cool because it gave them a lot of business experience, but on the flip side, having too many products for sale? Total headache.

Now, if you want to kill it with digital products, listen up. This person's got a two-part strategy for you. Number one, focus on just one or two digital products max—maybe a membership and a course, or an eBook and a course—whatever floats your boat.

But keep it chill, don't go product crazy. Number two, keep making those products better and better. Forget the myth that more products mean more cash. Grow your following and level up your existing stuff.

This person hit a jackpot with this strategy, pulling in millions. The secret sauce is sticking to a couple of products and constantly leveling them up. They've got a three-step game plan to improve their digital products—teach it, get feedback, and make it even better.

It's not about dropping new products every week; it's about refining and perfecting what they got.

By zoning in on just one or two digital products, you become the go-to person for that thing. No one's going to remember you as the scatterbrain with a gazillion digital products. Nah, now you're the expert in your niche. For this person, it's a membership on digital products and a course on courses.

This laser-focused strategy isn't just good for your business; it's a game-changer for your content game.

You can build these solid content pillars that lead people straight to your digital products.

So, wrapping it up—focus on one or two digital products, make them better, and eventually, you'll be cruising on autopilot like this person.

Their two digital products, a membership, and a course are out there doing their thing while they drop free content daily.