

A woman with long blonde hair, wearing a black cap with 'HOMME' and 'AGOS' written on it, and a black jacket, is sitting at a desk. She is looking down at a document she is holding. On the desk in front of her is a silver laptop and several other papers and documents. The background shows a modern office environment with glass partitions and a whiteboard.

A step-by-step
guide to

START IN DIGITAL MARKETING

as a beginner

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WELCOME TO MY GUIDE. WELCOME TO MY GUIDE.

Welcome **TO MY GUIDE**

Hey friend! I'm really happy that you've chosen to step into the digital world, build a strong social media presence, and make passive income. The best part is, you don't need any experience to get started.

If you're curious about how regular people make thousands of dollars every month with an online business that you can run from home or anywhere in the world, you're in the right spot.

By the time you finish reading this guide, you'll know precisely how to begin building a personal brand for your online business from the ground up and start transforming your financial situation.

Of course, achieving results requires hard work, consistency, and a strategy.

LET'S START.



WELCOME TO MY GUIDE. WELCOME TO MY GUIDE. WELCOME TO MY GUIDE. WELCOME TO MY GUIDE. WELCOME TO MY GUIDE.

**A LITTLE BIT
ABOUT ME...**

**HEY, I'M
FERNANDA.**



I'm Ecuadorian and moved to the U.S. five years ago. When I first got here, I went through a period of uncertainty where I felt lost and had no clear professional direction. But one thing I was sure about was that I wanted to leave the corporate world behind, though I had no idea what I was going to do next.

It was a pivotal moment in my life. I was filled with fear and insecurities, but I had to rebuild myself, tap into that inner strength we all have, and shift my mindset to believe in myself. More than anything, I longed for **FREEDOM.**

I started exploring ways to venture into entrepreneurship and build something for myself. During the pandemic, with fear and no experience, I began a digital beauty business from scratch by partnering with the #1 haircare brand in the world.

A LITTLE BIT ABOUT ME...

It's been a journey of constant learning. I had to train myself and learn about not just hair (I spent 4 years researching to help my clients and am currently studying to become a trichologist), but also about tools to grow my business, such as digital marketing and social media.

Social media played a crucial role in my growth, revealing its potential to generate income and expand my business. Seizing this opportunity, I started a second venture in digital marketing.

Digital marketing opened up a world of opportunities. Not only did I learn to use advanced tools to automate and optimize my beauty business, but I also discovered new skills like creating and selling digital products.

Now, I have multiple sources of passive income thanks to the digital world and social media.

This process has been incredible, and it led me to decide to share my knowledge with you so you can take your life to the next level! My mission is to empower everyone who wants a better life and thinks it's not possible.



Xoxo, Fen

LET ME SHOW YOU HOW



INTRODUCTION

In our world, it's easier than ever to make money online and start your own business.

Nowadays, many individuals are searching for ways to work from any location and make money from their social media platforms. You don't have to be stuck in an office or follow a strict schedule to attain financial success anymore.

Digital marketing provides a great opportunity to turn your passion and expertise into a successful business, right from your home or anywhere with an internet connection.

In this guide, I'll walk you through how to begin in digital marketing, from identifying your niche to making and selling digital products. You'll discover how people from various backgrounds can use these methods to make extra money, even without prior business experience.



Why DIGITAL MARKETING?

01

ACCESSIBILITY AND AFFORDABLE PRICE:

You can begin with a small investment. No physical location or inventory is required.

Budget-friendly digital tools and platforms like social media, websites, and email marketing make it easy to start and run your business without spending a lot.

02

WORLDWIDE PRESENCE:

Using digital marketing, you can connect with people worldwide without any geographical limits.

Social media platforms like Facebook, Instagram, Tik Tok, Google Ads, and YouTube enable you to target and tailor your campaigns to particular audiences across the globe.

03

AUTOMATION AND EFFICIENCY:

Apps such as ManyChat, Mailchimp, and Zapier help you automate marketing and sales tasks, making your work easier and more efficient.

Automating email campaigns for customer service and setting up automated sales sequences can help generate passive income.

04

FLEXIBILITY:

Digital marketing enables you to work from any place and at any time, creating a lifestyle that suits your needs.

You can easily adjust to market changes and modify your campaigns according to the trends and preferences of your audience.

Why **DIGITAL MARKETING?**

- ✗ NO PRIOR EXPERIENCE IS REQUIRED.**
- ✗ YOU DON'T NEED A LARGE NUMBER OF FOLLOWERS ON SOCIAL MEDIA.**
- ✗ YOU DON'T HAVE TO WORRY ABOUT HAVING INVENTORY OR SHIPPING PRODUCTS.**
- ✗ YOU DON'T NEED A LOT OF MONEY TO GET STARTED.**
- ✗ YOU DON'T NEED TO RECRUIT PEOPLE.**
- ✗ YOU DON'T HAVE TO QUIT YOUR JOB TO START.**
- ✗ YOU DON'T HAVE TO MAKE YOUR OWN PRODUCT TO SELL (YOU'LL LEARN HOW TO DO IT, BUT IT'S NOT REQUIRED TO START).**
- ✗ GETTING STARTED IS SUPER SIMPLE.**

What is **DIGITAL MARKETING?**

Digital marketing in the most basic terms is the art of selling products, typically digital ones, using online platforms like Instagram, TikTok, Pinterest, Facebook etc. It is one of the biggest opportunities to make an online income for complete beginners since it's a low-cost but high-return system.

You can create and sell your own digital downloads, such as ebooks, workbooks, content creation templates, website layouts, courses, and more.

You also have the option to “content repurpose” and sell products that are “done-for-you” aka hold MRR or PLR rights.

I'm sure you're wondering what that means, haha I'll explain that on the next page! Typically these products are either low-ticket or high-ticket, so I'll explain that first!



HOW TO MAKE MONEY WHILE YOU SLEEP. DISCOVER HOW TO MAKE MONEY WHILE YOU SLEEP. DISCOVER HOW TO MAKE MONEY WHILE YOU SLEEP.

HOW TO MAKE MONEY WHILE YOU SLEEP. DISCOVER HOW TO MAKE MONEY WHILE YOU SLEEP. DISCOVER HOW TO MAKE MONEY WHILE YOU SLEEP.



LOW-TICKET & HIGH-TICKET DIGITAL PRODUCTS

You might be familiar with the terms low-ticket and high-ticket digital products, but what exactly does that mean when it comes to making passive income?

Low Ticket

Low-ticket digital products refer to more affordable digital items, typically priced between \$20 and \$100. Their lower price point makes them easier to sell and more accessible to a broader audience. These products, like ebooks, guides, checklists, and templates, are particularly favorable for beginners due to their simplicity in creation.

High Ticket

On the flip side, while high-ticket digital products come at a higher price point they typically offer extensive value and in-depth content. While they require more effort to create and sell, the returns are significantly higher. Common examples include courses and coaching programs. The distinction between low-ticket and high-ticket products is crucial for understanding the varied dynamics of the digital product market.

DONE-FOR-YOU DIGITAL PRODUCTS

Ok now I'll explain done-for-you (DFY) digital products! **This business model is unique because it provides ready-made products you can resell for 100% profit offering a shortcut to your digital success.**

DFY products are a great starting point because you don't need experience or expertise aside from some basic canva skills, which can be easily learned! It's a total game-changer for quickly creating passive income.

The two most common types are "Private Label Rights" (PLR) and "Master Resell Rights" (MRR).



MRR "MASTER RESELL RIGHTS"

"Master Resell Rights" (MRR) refers to a type of license that allows you to resell a digital product and allows your customers to resell it as well! **I only sell courses with this license, meaning you not only get to learn everything in the course, but then, if you'd like to you can resell it and keep 100%!** At first I was worried it was some kind of scam, or MLM but the more research I did the more I realized since theres no upline or downline, no one else is benefitting but me! And you will too!



PLR "PRIVATE LABEL RIGHTS"

"Private Label Rights"(PLR) is even more unique because they are digital products that you have the option to edit, rebrand, add to or take away from and sell as your very own and of course keep 100% profit as well. Most of the guides and workbooks I create and sell will not only have MRR attached, but PLR as well. This helps you get your business going 10x faster and gets income into your bank account sooner than anything else.

Step by Step

TO START IN DIGITAL MARKETING

IDENTIFYING YOUR NICHE



Your “niche” is what sets you apart from others. By choosing a specific niche, you're essentially focusing in on a certain target audience or group of people that have interests that align with the topic or focus of the product, course or service you're offering.

A mistake that's commonly made is trying to be too broad for the fear of not getting customers or excluding certain people.

The highest paying categories are: Relationships, health, and money.

Here are a few examples of niches:

- Health and wellness: exercise routines, nutrition and weight loss tips, mental health.
- Real estate: tips for foreign investors, buying commercial property, buying and investing in Airbnb, acquiring luxury properties.
- Parenting: tips for parents, baby products, tips on caring for a newborn.
- Technology and gadgets: gadget reviews, software tutorials.
- Travel: budget travel tips, luxury accommodations and destinations.
- Beauty and skin care: makeup tutorials, hair care tips, beauty tips and trends.
- Wealth: tips on how to make money online, remote jobs, passive income.
- Fashion: fashion trends, style tips for clothing and accessories.
- Home decorating and interior design: home decorating inspiration, interior design.
- Food and cooking: healthy recipes, cooking tips, meal prep, cooking product reviews, vegan recipes.

Step by step **TO START IN DIGITAL MARKETING**



PICK A PRODUCT.

After selecting your niche, find a problem that people in that niche encounter and provide a solution.

Here I share some ideas and how to bring them to life:

- Create professional ebooks using Canva. Customize templates with your colors and styles easily. Generate valuable content with ChatGPT. Add graphs, tables, and practical examples to make your ebook more appealing.
- Creating Online Courses: Make video lessons using tools such as Zoom or Loom. Organize your course into modules with specific goals and hands-on activities. Utilize platforms like Teachable or Thinkific to present and market your course.
- Guides and Templates: Make downloadable documents that provide solutions to common issues in your field. Use Google Docs or Microsoft Office to craft user-friendly templates. Ensure they are editable and customizable for your customers.



30 examples

DIGITAL PRODUCTS

LEARNING AND SELF-GROWTH

1. Personal development courses
2. Meditation and mindfulness guides
3. Ebooks on communication skills
4. Personal planning templates
5. Study techniques tutorials





HEALTH AND WELL-BEING

1. Fitness training programs
2. Personalized nutrition plans
3. Emotional well-being guides
4. Ebooks on specific diets (keto, vegan, etc.)
5. Online yoga classes

FINANCE

1. Ebook on How to Save in 2024
2. Spreadsheet Template for Saving
3. Complete Investment Guide for Beginners
4. Personal Finance: Planning and Budgeting
5. Sustainable and Responsible Finance



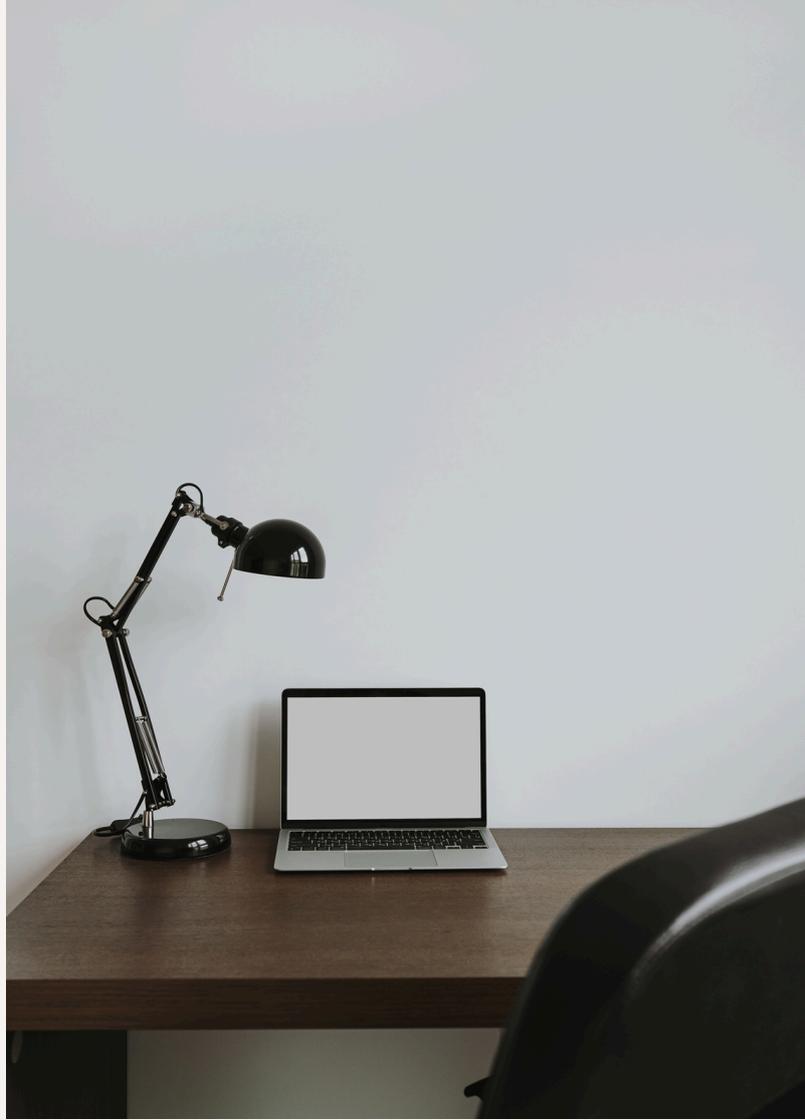


ART AND CREATIVITY

1. Online painting classes
2. Guides on photography techniques
3. Ebooks on creative writing
4. Graphic design templates
5. Video editing tutorials

REALTORS

1. Guide on the Process of Buying Your First Home
2. Guide on How to Invest Abroad
3. Online Workshop on Current Real Estate Legislation
4. Checklist for Preparing a Home for Sale
5. Planning Templates for Realtors





TECH AND CODING

1. Programming Courses (Python, JavaScript, etc.)
2. Cybersecurity Guides
3. Web Design Templates
4. Ebooks on Artificial Intelligence
5. Mobile App Development Tutorials

**ALL THESE DIGITAL
PRODUCTS
YOU CAN START CREATING
AND SELLING THEM
AN UNLIMITED NUMBER OF
TIMES!**



Step by Step

STARTING IN DIGITAL MARKETING



SET UP YOUR AUTOMATIONS.

This is a fundamental part of the process of creating your online business. It will allow you to save time, effort, and provide a better experience for your customers. And this is where passive income is generated, because you have a business that runs on "autopilot."

Here is a detailed outline to get it done:

- **Sales Funnel:** An effective sales funnel is crucial for converting visitors into customers. Platforms like Systeme.io, are amazing and if you have more than 1 product you can set up a Stan Store, or Beacons -these are excellent options.
- **Marketing Automation:** Set up automated email campaigns using platforms like System.io or Beacons, or if you prefer, you can use Mailchimp, ConvertKit, or ActiveCampaign. Create welcome, educational, and promotional sequences to nurture your leads until they're ready to buy. Segment your email list to send personalized and relevant messages to each subscriber group.
- **Connect Your Payment Systems:** For payments, I use PayPal and Stripe; both are international and work in many countries. Create a business account (you don't need to be a company; you can use your personal information) and then follow the instructions on Systeme.io to connect them to your sales funnel.
- Automate Some of Your Post/Story Responses with **ManyChat**

Step by Step

STARTING IN DIGITAL MARKETING

CONTENT CREATION



Content creation is essential for attracting and retaining your audience. So, now that you've found your niche and have a product within that niche, it's time to create engaging content to promote it.

The great thing about social media is that you can include automations when creating your content and start earning money through the sales link for your product that you'll place in your videos and bio. This means your business continues to run on autopilot, and while you're spending time with your family, shopping, or even sleeping, someone out there in the world could be purchasing your product.

Before you start creating content, it's important to have a clear strategy. Ask yourself: What do you want to achieve with your content? Do you want to educate your audience, generate leads, sell a product, or simply increase your visibility? Set your goals and then plan how you're going to achieve them.

Additionally, your content strategy should understand your audience. Who are they? What do they need? What problems do they have? Your content should communicate a solution to their pain points and needs.

One way I like to create content is through Instagram Reels. I find that Reels are perfect for accounts starting from scratch because they allow you to reach a much broader audience. Don't forget to include calls to action in your videos to direct your audience to the sales link for your product in your bio.



Start

YOUR ONLINE BUSINESS HERE

By following the steps I've explained earlier, you can create your online business from scratch, establish a presence on social media, and start selling digital products.

What you need now is to acquire the necessary knowledge to manage all these tools and streamline the process efficiently

WHERE CAN YOU FIND THIS INFORMATION?

Here, I want to be very honest with you. You don't need to buy a course to learn this. It's possible to find a wealth of free information on YouTube. You can search for explanatory videos and spend hours sifting through information, evaluating which videos are good and which aren't, and learn without any order or structure. It's possible, but it's not the easiest route. It might take you three times as long and require much more effort, but it's definitely an option.

Or...

You can take the same course I learned from, all in one place, and save yourself time and effort. It's called **DIGITAL WEALTH ACADEMY**. This course will guide you step by step through everything you need to know to start selling digital products using social media, even if you're a beginner.

It includes step-by-step videos on selecting your niche, creating your product, sales funnel, marketing automation, connecting your payment systems, using Canva, editing tools, content strategies, building your brand, and more to take your business to the next level!

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The course is designed to be clear and structured, saving you the time and frustration of trying to learn everything on your own. With DIGITAL WEALTH ACADEMY, you'll be on your way to building a successful online business more quickly and effectively.

But the best part of this course is that once you purchase it, the product becomes yours. This means you can also start selling it and keep 100% of the money.

This is called Master Resell Rights (MRR).

I realized that the content of the course really adds value, and many people have asked me how they can get started on social media. I finally have a tool that can help them start as beginners and without followers, so I decided to use the resell rights to my advantage and sell the same course I continue learning from—because it is constantly updated—and help others earn money online from anywhere in the world. As a product with resell rights, you sell it as your own and keep 100% of the profits

Selling...

1 course = recoup your investment
10 courses = \$4,970 profit
1 course per day = \$14,910 per month
2 courses per day = \$29,820 per month

This opportunity is available to anyone with the courage to take it. Are you ready?

START TODAY WITH THE METHOD I USE!

START HERE

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