



SELLING DIGITAL DOWNLOADS:
**HOW TO SELL ANY PRODUCT THAT
CAN BE DELIVERED DIGITALLY**

HOSTED BY CHRIS GARRETT AND ROBERT BRUCE

 RAINMAKER PLATFORM



Today's Agenda

- What is a "Digital Download"
- Start with Your Market (and Marketing)
- Preparing Your Digital Product
- The Process of Selling a Digital Product
- How to Sell a Digital Download with Rainmaker
- Any Questions?
- Join us for the "Digital Download" Q&A!



What is a Digital Download?



A digital download is any product that can be purchased and delivered digitally.

Examples?




Ebooks
Video Files
Audio Files
Workshops
Tickets
Courses
Themes
Plugins
Other Software
Checklists
White Papers
License


The possibilities are limited only by your imagination!



Start with Your Market (and Marketing)



Selling your digital product starts with *who* you're selling to ... your marketing needs to be baked into your product from the very beginning.



People make this process much more difficult than it needs to be. Don't create your product and *then* try to sell it. Instead ...

Find an audience of hungry buyers!



1.
People who have a problem you can solve.



2.

People who have a goal you can help with.



3.
People you can actually reach.



4.

People who are not getting the help they need.



5.
People who are willing and able to pay!!



How do you *find* your people?

Do your “social research”, follow them on them in forums, invite them to an event (ebook, email, webinar, live stream) to test the market.



The Process of Selling a Digital Product



Before we get practical,
let's get philosophical ...



What are the actual elements of
selling a digital product?



1.
Build your email list.



2.

Go live (to understand needs and objections).



3.
Create your digital product.



4. Charge and Deliver.



5. Create your sales page.



6. Time to Checkout.



7.
Say thank you.



8.

Build your *customer* email list.



9.
Write your autoresponder.



How to Sell a Digital Download with Rainmaker



Time to get practical ...



Admin Screen Options

Greetings, Amelia Briscoe

Edit Product

[+ Create New Product](#) [View All](#)

Zen and the Art Of Broccoli

Product Details

Purchase link: http://myrainmakersite.com/checkout/?product_id=1372

NOTICE: Editing product details will not change past product orders, with the exception of Member Groups. If you edit the Member Group, all members who have purchased or registered for this product will be updated accordingly.

Product Description:
The product description will be included to 120 characters on the PayPal Order Summary page.

Thank You Page:

Product Type:

This is a free product

Allow Members to purchase this product multiple times

Product Price
Enter price as a number without a currency symbol or commas (000.00).

Refund Product

Change Product
Enter a Product ID or Product Name to change the product the member has access to when the order is refunded.

Send an Email Receipt

Send a blind copy of purchase receipt to the following addresses
(separate multiple emails with a comma)

Email Receipt Subject Line

Email Receipt Message Text
If no "Thank You" page is selected above, then this message will also be displayed when checkout is complete.

[Available Shortcodes](#) [Preview Email](#) [Update](#)

RainMail

RainMail List

Status [Save](#) [Delete](#)

Member Groups

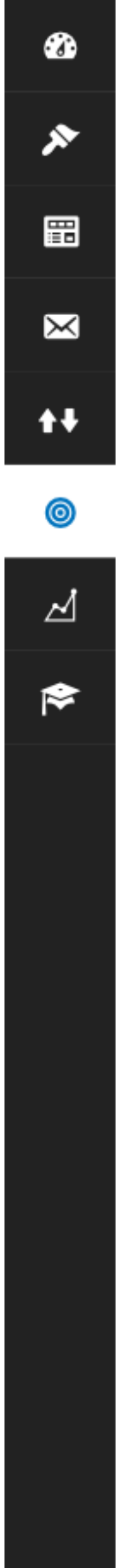
- Broccoli
- free
- refund

[+ Add New Member Group](#)

[Quick Help](#)

[Quick Help](#)

[Quick Help](#)



Edit Download

[+ Create New Download](#)
[View All](#)

Zen and the Art of Broccoli

Link Details

Link URI: *http://myrainmakersite.com/?download_id=948d4d2ab300559fe3d0b4416130c55b*

File:

Upload new file: No file selected.

Publicly Accessible: Allow the public to access this file.

Delay Access: Days
Delay access to this file by X days after signup.

Track Downloads: Track all downloads of this file.

Include in Shortcode: Include in Member Downloads shortcode.

Status

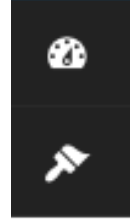
Member Groups

- Broccoli
- free
- refund

[+ Add New Member Group](#)

Quick Help

Help



Edit Page

+ Add New
View All

Member Downloads

Permalink: <http://myrainmakersite.com/member-downloads/> Edit View Page Get Shortlink

+ Add Media

Visual
Text



[hide_from visible_to="public"]

To access your downloads, please use the below form to log in

[login_form redirect="http://myrainmakersite.com/member-downloads/"]

Haven't purchased yet? [Click here to view the ebook catalogue](#)

[/hide_from]

[hide_from visible_to="member"]



ZEN AND THE ART OF BROCCOLI
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The Joy Of Broccoli

[/hide_from]

Word count: 26

Last edited by Amelia Briscoe on July 10, 2017 at 6:22 PM

Publish

Preview Changes

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

Revisions: 11 [Browse](#)

Published on: Jul 8, 2017 @ 12:36 [Edit](#)

SEO: N/A

[Move to Trash](#)

Update

Page Attributes

Parent: (no parent)

Template: Default Template

Order: 0

Keyword Research

Enter a keyword Research

Quick Help



Here is a good place for a [call to action](#).

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Member Downloads



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[View Landing Page](#)

 Greetings, Amelia Briscoe
 [Admin Screen Options](#)

Edit Landing Page

[+ Add New](#)
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Ebook Download

Permalink: <http://myrainmakersite.com/broccoli-zen/>
[Edit](#)
[View Landing Page](#)
[Get Shortlink](#)

Template: Generator - Content Library Registration

[Content](#)
[Settings](#)
[SEO](#)

PAGE HEADER

Page Heading:

Page Sub-Heading:

PRODUCT CTA

Image
 Features
 Call to Action

TESTIMONIALS

Testimonials
 Testimonials

CALL TO ACTION

Call to Action

SOCIAL

Social

PAGE FOOTER

Page Footer:

Publish

[Preview Changes](#)

Status: **Published** [Edit](#)

Revisions: 2 [Browse](#)

Published on: Jul 8, 2017 @ 13:26 [Edit](#)

SEO: N/A

[Move to Trash](#)

[Update](#)

Keyword Research

[Research](#)

Content Optimizer

Page Score
Site Score

Title Tag Needed
 Meta Description Needed
 Content Ready

[Analyze](#)

Link Building

Perform Content Analysis on the Content to enable Link Building.

Membership Group

Select Page Protection:

No Membership Required
 Has Member Group access to

?
Quick Help

?
Quick Help



Navigation: + Add New, Edit, Manage, Tools, Help, View Landing Page. User: Greetings, Amelia Briscoe. Admin Screen Options.

Edit Landing Page

+ Add New View All

Ebook Download

Permalink: <http://myrainmakersite.com/broccoli-zen/> Edit View Landing Page Get Shortlink

Template: Generator - Content Library Registration


Content Settings SEO

Page Logo

Upload Logo Image Upload Image

Page Background

Upload Background Image Upload Image



Remove Image

Background Position: Left

Background Repeat: No Repeat

Background Attachment: Fixed

Page Color Selection

Primary Color Select Color

Highlight Color Select Color

Landing Page Scripts and Styles

```
<style>
#section_2, #section_4 { display: none; }
</style>
```

The code entered here will be output before the closing </head> tag. This area can be used for custom tracking or conversion tags, as well as other page-specific scripts. You can also add custom CSS here. (Must include <script></script> and/or <style></style> tags.)

Publish

Preview Changes

Status: Published Edit

Revisions: 2 Browse

Published on: Jul 8, 2017 @ 13:26 Edit

SEO: N/A

Move to Trash

Update

Keyword Research

Enter a keyword Research

Content Optimizer

Page Score Site Score

- Title Tag Needed
- Meta Description Needed
- Content Ready

Analyze

Link Building

Perform Content Analysis on the Content to enable Link Building.

Membership Group

Select Page Protection:

- No Membership Required
- Has Member Group access to
- Does not have Member Group access to

Choose the member group(s):

- Broccoli
- free
- refund

Set Drip Delay

Quick Help buttons are present on the right side of the Publish, Content Optimizer, and Membership Group sections.



The Most Amazing Ebook...

...In The World!



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Amelia Briscoe

Praise For Amelia | Book Award 2014



Feature 1

This is an example of a feature description, you could edit this to put information about the product so customers know more about this product.



Feature 2

This is an example of a feature description, you could edit this to put information about the product so customers know more about this product.



Feature 3

This is an example of a feature description, you could edit this to put information about the product so customers know more about this product.

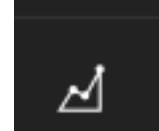
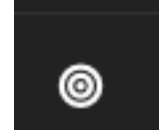
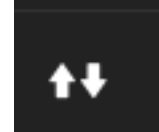
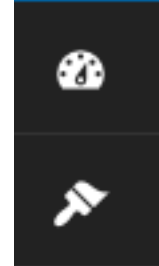


Feature 4

This is an example of a feature description, you could edit this to put information about the product so customers know more about this product.

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Admin Screen Options

Edit Page

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Checkout

Permalink: <http://myrainmakersite.com/checkout/>
[Edit](#)
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[Get Shortlink](#)

 Add Media

Visual **Text**



[product_title]

[product_description]


[product_price]

[checkout_form show_login="true" member_text_free="Add Access" nonmember_text_free="Join Now" account_box_heading="Set Up Your User Profile" account_box_heading_member="Your Existing Profile Details" payment_box_heading="Select Your Payment Method" cc_box_heading="Fill Out Your Credit Card Details" member_text="Add To My Downloads" nonmember_text="Purchase Your Ebook" already_purchased_text="You have already purchased this Ebook. To access our downloads, [click here](#)']

Word count: 0

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Publish

 Preview Changes

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

Revisions: **8** [Browse](#)

 Published on: Jan 22, 2014 @ 20:26 [Edit](#)

● SEO: N/A

[Move to Trash](#)

[Update](#)

Page Attributes

Parent

(no parent) ▼

[Quick Help](#)



Here is a good place for a [call to action](#).

YOU ARE HERE: [HOME](#) / CHECKOUT

Checkout

Zen and the Art Of Broccoli

This is a custom description.

\$ 7.00

Your Existing Profile Details

First Name:	<input type="text" value="Amelia"/>
Last Name:	<input type="text" value="Briscoe"/>
Email Address:	<input type="text" value="amelia@ameliabriscoe.com"/>

Select Your Payment Method

Credit Card

Fill Out Your Credit Card Details

Name on Card:	<input type="text"/>
Card Number:	<input type="text"/>
Expiration Date	<input type="text" value="1"/> - <input type="text" value="2017"/>
Security Code:	<input type="text"/>
	<small>The security code should be located on the back of your card.</small>
Country:	<input type="text" value="United States"/>
ZIP/Postal Code:	<input type="text"/>

ADD TO MY DOWNLOADS



Here is a good place for a [call to action](#).

YOU ARE HERE: [HOME](#) / CHECKOUT

Checkout

Zen and the Art Of Broccoli

This is a custom description.

\$ 7.00

Already have an account? [Login](#) to purchase.

Set Up Your User Profile

First Name:

Last Name:

Email Address:

Password:

Re-enter Password:

Select Your Payment Method

Credit Card



Fill Out Your Credit Card Details

Name on Card:

Card Number:

Expiration Date:

Security Code:

The security code should be located on the back of your card.

Country:

ZIP/Postal Code:

PURCHASE YOUR EBOOK

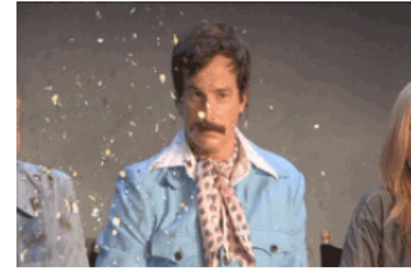




Here is a good place for a [call to action](#).

YOU ARE HERE: [HOME](#) / THANK YOU!

Thank You!



Thanks for purchasing my super amazing ebook – I know that you are just going to love it!

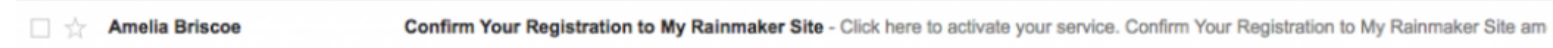
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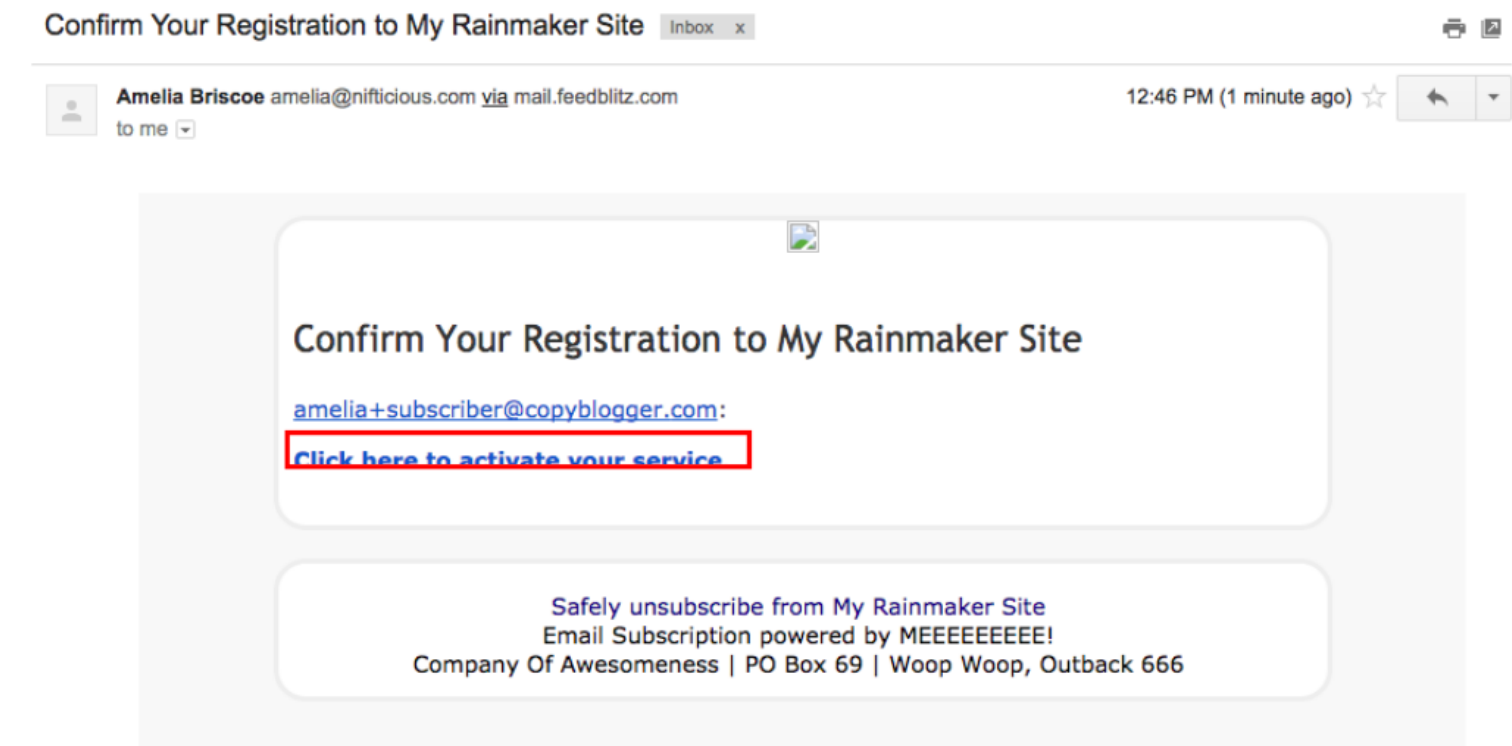
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Any Questions?



Join us for a “Selling Digital
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Tuesday July 18th at 9am
Pacific Time!



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