



Digital Product Creation

Information Sheets



I specialize in transforming your expertise and content into beautifully designed, high-value digital products. My services go beyond mere content creation; I provide comprehensive packages that include the compilation of materials, formatting, and graphic design to ensure each digital product is both engaging, effective, and consistent with your brand

The following information sheets explain the products that I offer for creation, a brief description and possible uses and a price range for each.

If you have any questions concerning the information in these pages please don't hesitate to contact me.

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Product Offerings and Pricing:

Price depends on the amount of material being compiled and the complexity of converting it to the desired form. The higher end of the price range may include the creation of landing page or delivery page.[1]

1. **eBooks:** Comprehensive information beautifully formatted for digital consumption.

Price Range: \$1,000 - \$3,500

Uses: Lead magnets, educational resources, brand awareness tools.

2. **Whitepapers:** In-depth reports addressing specific problems and solutions.

Price Range: \$2,000 - \$5,000

Uses: Authority building, lead generation, customer education.

3. **Checklists:** User-friendly, step-by-step guides to ensure task completion.

Price Range: \$100 - \$600

Uses: Quick lead magnets, productivity tools, customer retention.

4. **Guides:** Instructional content providing expert advice and strategies.

Price Range: \$500 - \$2,500

Uses: Educational lead magnets, comprehensive how-to materials.

5. **Toolkits:** Bundles of practical resources for specific projects or goals.

Price Range: \$300 - \$1,500

Uses: High-value lead magnets, saleable products, client onboarding.

6. **Mini Email Courses:** Series of informative lessons delivered via email.

Price Range: \$1,000 - \$3,000

Uses: Engagement tools, drip marketing campaigns, value-add for subscribers.

7. **Templates:** Ready-made documents for business or personal use.

Price Range: \$150 - \$700

Uses: Time-saving resources, opt-in incentives, branding consistency.

[1] I work exclusively with the WordPress framework for web pages. Requests for creation of landing and delivery pages on other frameworks or platforms may be submitted.



8. **Webinar Recordings:** Edited recordings of your informational webinars.

Price Range: \$500 - \$3,000

Uses: Replay offerings for lead capture, paid content, educational archives.

9. **Audio Recordings:** Professional quality audio programs.

Price Range: \$300 - \$1,500

Uses: Podcast content, auditory learning tools, accessible content for visually impaired.

10. **Webinar Presentations:** Engaging presentations for virtual learning environments.

Price Range: \$500 - \$2,500

Uses: Webinar content, corporate training, informational seminars.

11. **Author Bonus Chapters or Epilogues:** Extended narratives for existing works.

Price Range: \$500 - \$1,500

Uses: Reader engagement, supplemental sales, fanbase building.

12. **Book Club Discussion Guides:** Curated content to drive book club conversations.

Price Range: \$200 - \$800

Uses: Community engagement, book marketing, reader retention.

13. **Author Short Story/Prequels:** Background stories that set the stage for main content.

Price Range: \$500 - \$2,000

Uses: Promotional giveaways, fan engagement, backstory exploration.

14. **Author Character Backstories:** Detailed character histories for immersive reading.

Price Range: \$300 - \$1,000

Uses: Additional reader material, character development showcase, promotional content

Marketing Applications:

All of my digital products offerings can be leveraged to boost your marketing efforts. Here are some ways you can integrate them into your strategy:

- **Lead Magnets:** Offer high-quality digital products as free downloads in exchange for email addresses to build your mailing list.



Marketing Applications: (Cont.)

- Content Marketing: Use digital products to provide valuable content that drives traffic to your website and engages your audience.
- Product Sales: Sell your digital products directly using a service like Payhip.
- Client Onboarding: Offer digital toolkits or guides as part of your welcome package to new clients, adding value to your services.

Each product is designed to establish you as an authority in your field, engage your audience meaningfully, and contribute to your sales funnel. Let's work together to create digital products that not only look good but also perform exceptionally as part of your overall marketing strategy. Contact me today to start crafting your unique digital offerings.