

MoneyOnlineers

MAKE MONEY ONLINE ACADEMY

Module 2 – Choosing Your First Income Method

Lesson 13: Selling Digital Products

Workbook ID: MMOA-M2-L13

Student Information

Student Name: _____

Email: _____

Date Started: _____

Date Completed: _____

Instructor: _____

Welcome

This lesson introduces digital products and shows how you can create valuable products once and sell them repeatedly online.

Learning Objectives

- Understand digital products.
- Learn popular product types.
- Identify a product idea.
- Understand pricing basics.
- Prepare for Lesson 14.

Lesson Summary

Digital products include eBooks, templates, printables, courses, design assets, software, and other downloadable resources. They require work upfront but can generate sales repeatedly when marketed effectively.

Knowledge Check

1. What is a digital product?

2. Name three digital products you could sell.

3. Why are digital products scalable?

Practical Exercise

Tick products you would enjoy creating:

- eBooks
- Templates
- Checklists
- Printables
- Online Courses
- Spreadsheets
- Canva Designs
- AI Prompts

My Product Idea

My first digital product:

Who is it for?

Action Plan

- Complete Lesson 13
- Brainstorm three product ideas
- Research competitors
- Choose one product to create
- Continue to Lesson 14

Reflection Journal

What product would you enjoy creating most?

Why do you think people would buy it?

Homework

- List three digital product ideas.
- Research one marketplace.
- Prepare for Lesson 14.

Progress Tracker

- Lessons 1–13 Completed

Academy Progress: 13 / 40 Lessons

Next Lesson

Lesson 14: Remote Work for Beginners

Certificate

This certifies that

has successfully completed Lesson 13: Selling Digital Products.

Date: _____