

ONLINE + SCALABLE

Digital Products Business

Create once. Improve often. Sell repeatedly.



CLEAR. PRACTICAL. SOURCE-BACKED.

Choose a narrow problem, validate before building, package a useful asset, price to value, build a sales page that removes uncertainty, and create repeatable traffic.

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01 / INTRODUCTION

Know the model before you spend money.

A digital product can be a guide, spreadsheet, template, prompt system, planner, course, database, calculator, or bundle delivered online. The marginal delivery cost can be low, but that does not make the business passive. The hard parts are demand, specificity, trust, distribution, conversion, and keeping the product current.

LEAN TEST

\$0-\$150

Possible if you already have a computer and use low-cost creation/delivery tools.

TIME TO OFFER

1-7 days

A focused product can launch quickly; deep products should take longer.

REVENUE STYLE

One-time / bundle

Recurring revenue requires updates, memberships, subscriptions, or another continuing value layer.

MAIN CONSTRAINT

Traffic + fit

A product without distribution is just a file.

GOOD FIT IF

You can organize information, design a useful asset, package a repeatable workflow, or solve a specific problem clearly.

NOT A GREAT FIT IF

You want to copy generic content, build before validating a buyer problem, or expect “passive” sales with no distribution.

02 / DATA + ROADMAP

See the evidence. Then follow the process.

U.S. ECOMMERCE Q2 2026

\$340.2B

seasonally adjusted U.S. retail e-commerce sales reported by the Census Bureau.

SHARE OF RETAIL

17.1%

of total U.S. retail sales were e-commerce in Q2 2026.

INSIDE THE FULL GUIDE

01 Specific beats broad every time.

FULL DETAILS IN PAID GUIDE

02 Do not price from page count. Price from usefulness and evidence.

FULL DETAILS IN PAID GUIDE

03 Answer uncertainty before asking for payment.

FULL DETAILS IN PAID GUIDE

04 Pick one traffic engine and learn it deeply.

FULL DETAILS IN PAID GUIDE

PREVIEW STOPS HERE - THE FULL GUIDE CONTAINS THE ACTION STEPS, SCRIPTS, PRICING LOGIC, CHECKLISTS, AND SOURCES.