

# 51 Digital Product Ideas



KimGarst.

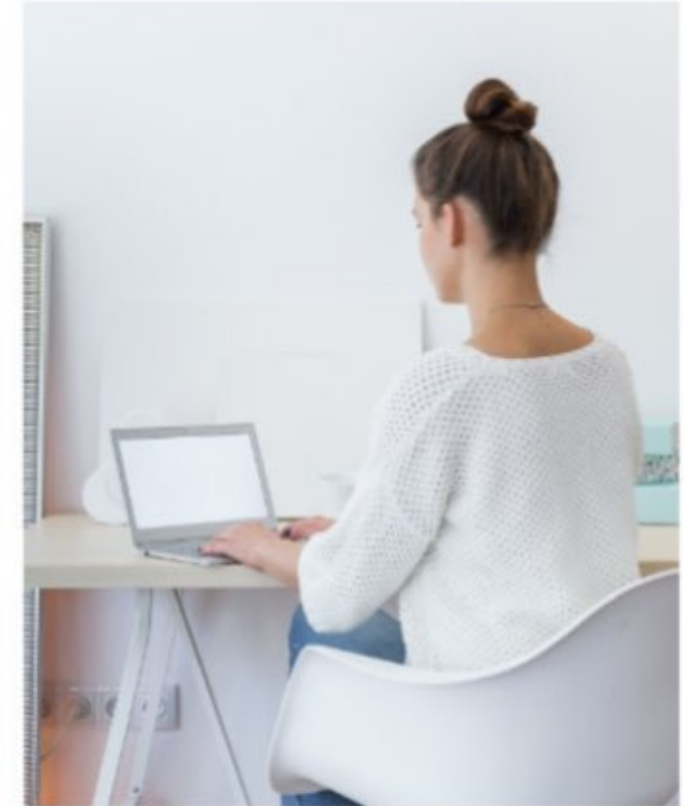


**Are you wondering if creating a digital product is right for you?**

**Are you currently offering services or selling physical products, and aren't quite sure you want to change things up?**

**Selling digital products is super-hot right now!**

**There are tons of different types of digital products out there, but you may be wondering exactly which one is right for you.**







There Were 1.8 Billion Global Digital Buyers in 2018. **As of writing, there are 7.7 billion people in the world.**

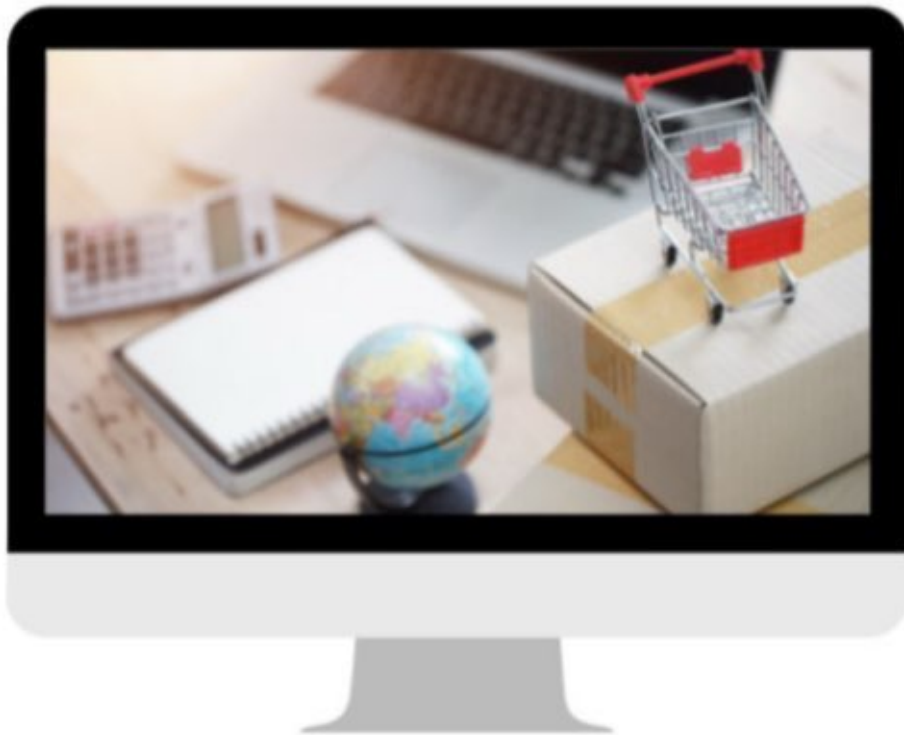
That means **21.55 percent of the World's population buy online, and in 2021, the number is expected to rise to over 2.14 billion.**

**That's a HUGE pool of potential buyers!**

SOURCE: Statista




# Top 10 Benefits of Selling Digital Products:



1. Make More Money
2. Spend Less Time Working
3. Help More People
4. Work From Anywhere
5. Start Selling Quickly
6. Low Overhead
7. No Middleman
8. Unlimited Stock
9. Leverage the Audience You've Already Built
10. Opportunity to Flex Your Creative Muscles



Here's a list of 51 digital product ideas you can sell online broken out into 5 different categories.



Text-based

Audio

Image-based

Tools and Software

Online Courses and Membership Sites

*Let's jump in!*



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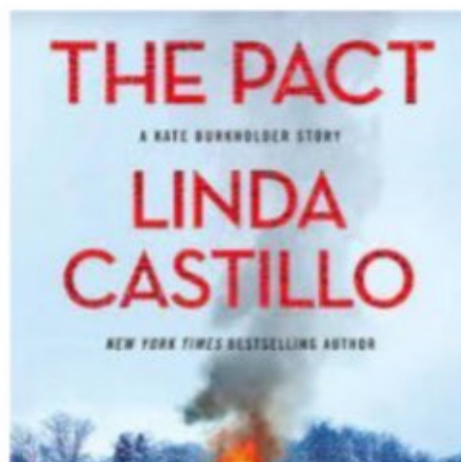


# Text-Based Digital Products

Text-based digital products are often the quickest and easiest to create, so they are ideal for anyone just getting started on the passive income journey.

1

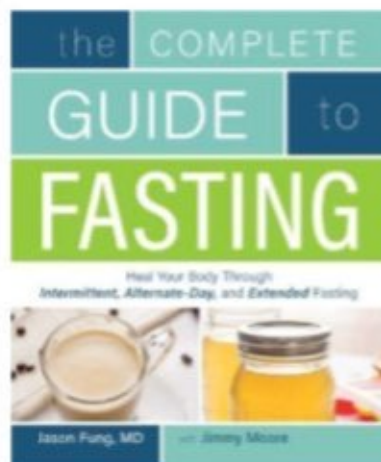
**eBooks**



via [eBooks.com](https://www.ebooks.com)

2

**Guides**



Via [Amazon](https://www.amazon.com)

3

**Tutorials**



via [Etsy](https://www.etsy.com)

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# Text-Based Digital Products...

## 4 Checklists



Via [The Thrifty Couple](#)

## 5 Downloadable Workbooks



Via [alliebjerk](#)

## 6 Reports



Via [EuroMonitor](#)



# Text-Based Digital Products...

## 7 Kits

(e.g. A compilation of tools, documents, and resources)



Via [Worthy Written Words](#)

## 8 Templates

(e.g., email, blog post, business documents, etc.)



Via [behance.net](#)

## 9 Online Magazines

("e-zines")



Via [Hearst Magazines](#)



# Text-Based Digital Products...

## 10 Buying guides



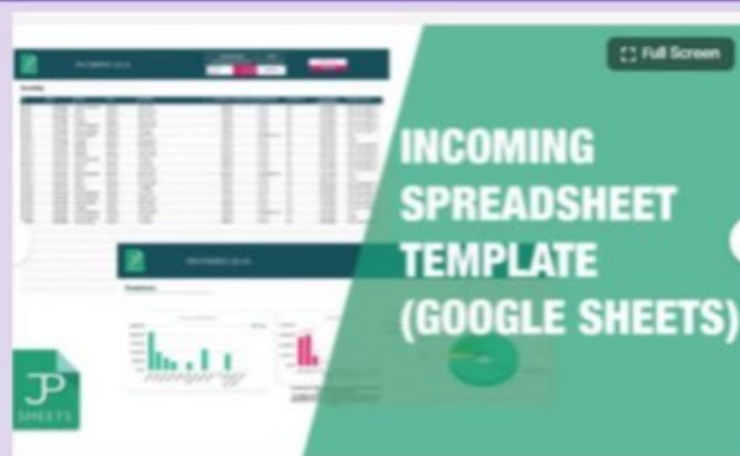
DIGITAL GUIDES

**"MARKETING STRATEGIES OF  
THE TOP 1000" BY INTERNET  
RETAILER**

SHARE   

Via [mapp.com](http://mapp.com)

## 11 Spreadsheets



Via [Fiverr](https://www.fiverr.com)

## 12 Sewing Patterns



Via [Simplicity.com](http://Simplicity.com)

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# Text-Based Digital Products...

## 13 Premium Website Content

(e.g., blog post upgrades)



Are you using the right **social media analytics** tools to monitor, assess and improve your social media performance?

What analytics are you measuring and what should you be measuring in your social media tracking?

Monitoring your **social media analytics** can make the difference between the success or failure of your social media presence.

In this article, we outline what you need to be monitoring and outline a range of tools for social media analysis and reporting.



No time to read this article now? **Download the PDF version for future reference!**

Via [Razor Social](#)

## 14 Article Aggregates

(i.e., a downloadable package of popular blog posts)

### BASIC BLOGGING \$1,500

IN THIS 3-MONTH PACKAGE, WE'LL SUPPLY YOU WITH 4 BLOG POSTS PER MONTH BASED ON THE KEYWORDS AND TOPICS OF YOUR CHOOSING.

- 1 free 15-minute consult
- Blogging Prep Planner to help get organized
- 4 posts per month (~ 1 post per week)
- Proofreading
- Jamie & Katie's Guide To Blogging PDF

### BLOGGING+SOCIAL \$3,000

TURBO-CHARGE YOUR WEB TRAFFIC WITH OUR 3-MONTH BLOGGING+SOCIAL PACKAGE! IT INCLUDES EVERYTHING IN BASIC BLOGGING PLUS:

- 5 posts per week on 2 social media platforms of your choosing
- Social Growth! Active engagement with your page's fans and followers and engagement with other relevant accounts in your industry
- Strategic tie-in of blog topics to social media posts

Via [Little Marketing Genuis](#)



## Text-Based Digital Products...

### 15 PDFs



Via [Search Engine Journal](#)

### 16 Whitepapers

Connectware White Paper



**Unlock the Power of  
Your Oracle Applications  
with Bar Coding**

Via [The White Paper Guy](#)

### 17 Resource Lists



Via [Kim Garst](#)



# Audio-Based Digital Products

Audio content can be a great choice for the busy, time-crunched audience because unlike text-based content, audio can be consumed virtually anywhere – in the car or bus, during a workout, while cooking or cleaning, etc.

## 18 Spoken Books or eBooks



Via [Ben Cottrill on Band Camp](#)

## 19 Audio Courses



Via [Centre of Excellence](#)

## 20 Podcasts (these are usually free)



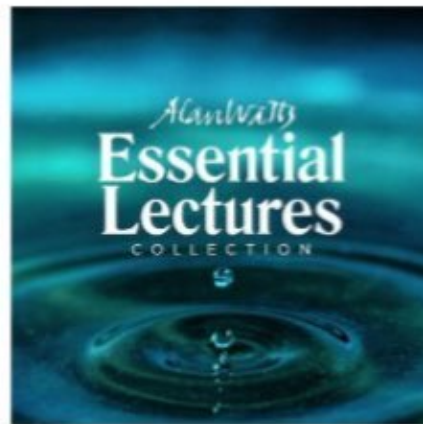
Via [Smart Passive Income](#)



# Audio-Based Digital Products...

## 22 Explainer Audios (e.g., audio tutorials)

## 21 Music or sound effects



Via [Alan Watts](#)



Choose a Format

<input type="radio"/> Instant Video	\$234.95
<input checked="" type="radio"/> Instant Audio	\$149.95
<input type="radio"/> DVD	\$269.95

[Add to Cart](#)

[Add to Wishlist](#) [Send as a Gift](#)

Via [The Great Courses](#)

## 23 Recorded Lectures or Presentations



Via [Udemy](#)



# Video-Based Digital Products

If you want to reach visual learners, video-based content is the way to go.

## 24 Video courses



Via [Best Quality Pomskies](#)

## 25 Video tutorials



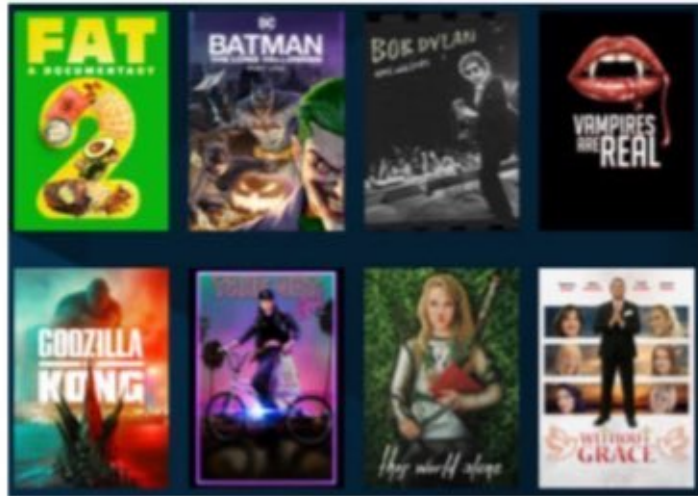
Via [Project Squared Solutions](#)

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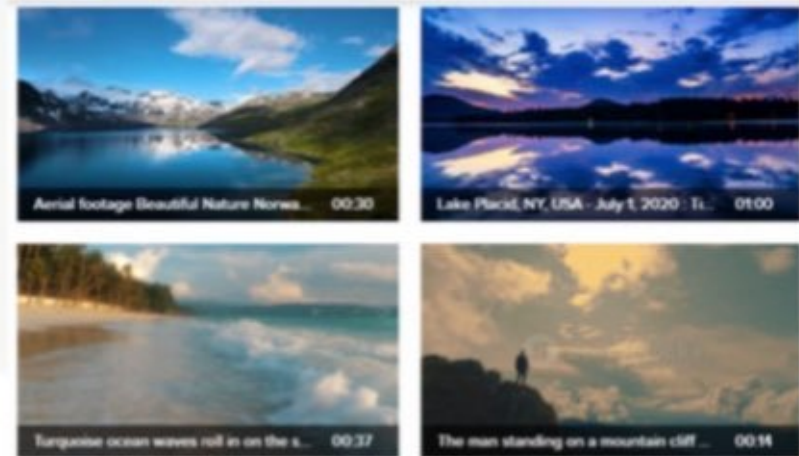
# Video-Based Digital Products...

## 26 Original Movies



Via [Vudu.com](https://www.vudu.com)

## 27 Stock Video Footage



Via [Storyblocks](https://www.storyblocks.com)



# Video-Based Digital Products...

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## Paid Webinars

(more on this below)

### Live/On-Demand Webinar Purchase



2021 Live Webinar - Prosperity During a Pandemic: How Christmas in the Park Thrived in 2020 (NM)

📅 Apr 22, 2021 | 11:00 AM - 12:00 PM

Purchase includes live Webinar presentation - AND - Webinar Recording after Live Presentation Concludes.

Presented by: Cassie Dispenza, Saffire  
Jason Minsky, Christmas in the Park

\$99.00

QTY ▼

REGISTER NOW

Via [The Thrifty Couple](#)

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## Recorded Presentations or lectures

Webinar Presentation:

**Finding Your Message  
and Turning it into a  
Paid Speaking Career  
with Judy Carter**

TheMessageOfYou.com



Via [The Message of You](#)



# Image-Based Products

If you have a knack for graphic design, then you can do high-quality image-based content.

## 30 Made-for-you graphics



Via [Kim Garst](#)

## 31 Stock Photos

(often for use on blogs or social media)



Via [Deposit Photos](#)

## 32 Fonts



Via [MyFonts](#)

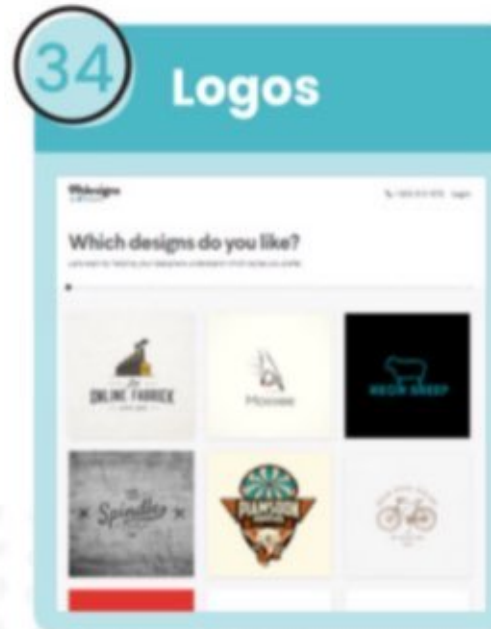
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# Image-Based Products...



Via [Round Icons](#)



Via [99 Designs](#)



Via [Creative Market](#)

One of the nice things about graphics is that there are tons of online marketplaces where you can sell your stuff: for instance, Creative Market, My Fonts, Café Press and You Work for Them, just to name a few.



# Online Courses and Training

There is a HUGE market for the online course right now! I've put these into their own category, as courses are typically made up of a variety of types of content (video, audio, text, etc.).

## 36 A paid email course

### How to Master Vertical Video

A four-part email series covering everything you need to know about vertical video and the stories format.

[Sign me up!](#)

Written by Owen Williams

Owen is a technologist and writer. His work has appeared in publications such as The Next Web and The Verge.

Via [Buffer](#)

## 37 Online training via a private Facebook group

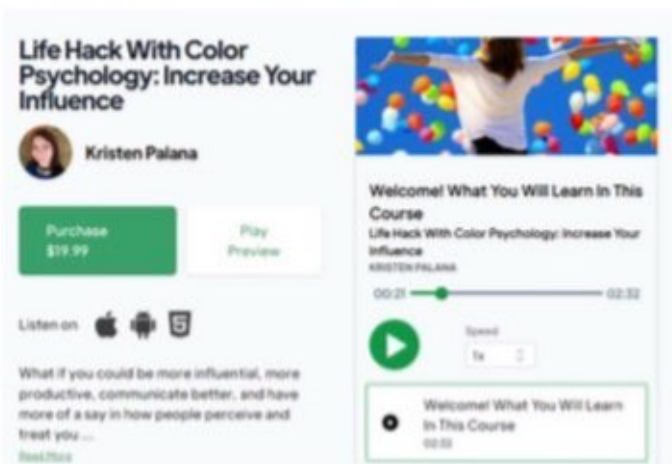


Via [My Absolute Beauty](#)



# Online Courses and Training...

## 38 An audio-based course



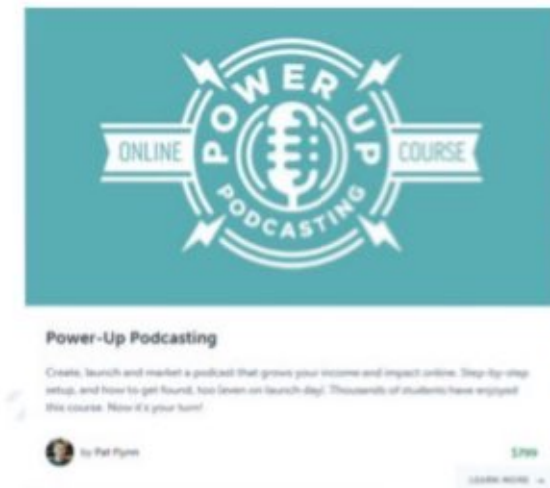
Via Avocado Audio

## 39 5, 10, 14, or 30-day challenge (delivered via email or a Facebook group)



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## 40 A full-fledged course with video, audio, text, etc.



Via Smart Passive Income



# A Membership Site

If you are interested in monthly or annually-recurring revenue then, a membership site may be a good option for you.

41

**Private forum or Facebook group**



Membership Via Action for Happiness

42

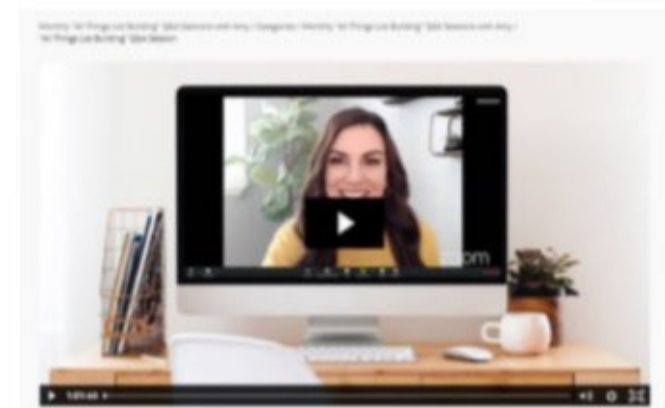
**Access to members-only content**



Membership Via Go Getter Confidential

43

**Live Q&As**



Membership Via List Building Society



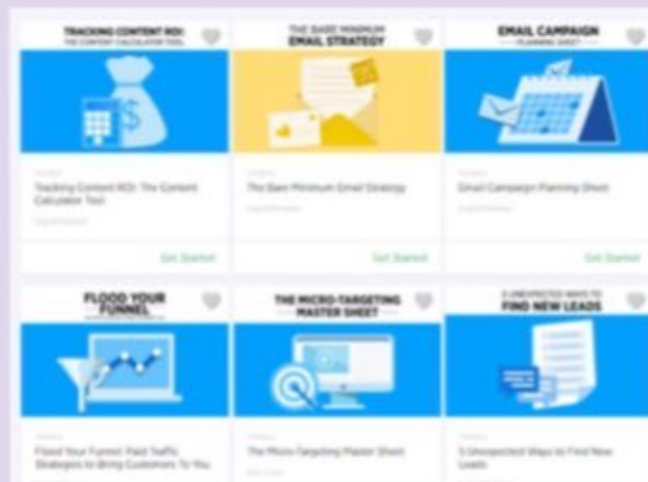
# A Membership Site...

## 44 Member Calls



Membership Via Business Mastermind Intensive

## 45 Cheatsheets or templates



Membership Via Digital Marketer

## 46 Free eBooks and guides



Membership Via Digital Product Launchpad

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# Tools and Software

If you're a developer or coder, creating and selling software and other tools may be your ticket to passive income success!

## 47 WordPress Themes



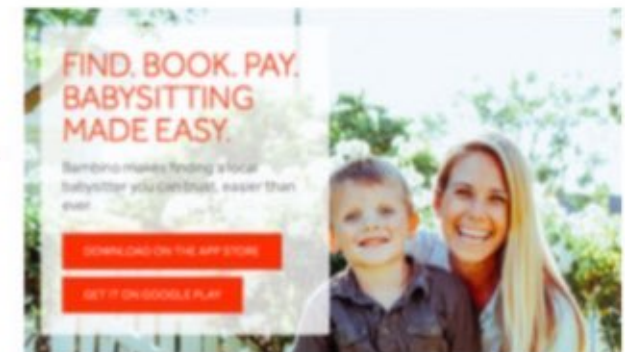
Via [ThemeForest](#)

## 48 Plugins



Via [ThemeIsle](#)

## 49 Apps



Via [Google Play](#)

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# Tools and Software...

## 50 Website Templates



Via [Template Monster](#)

## 51 Snippets

### Elite Custom JS and CSS module for Perfex CRM

Elite Custom JS and CSS module for Perfex CRM

View Details Comments Support

#### Custom JS and CSS for Perfex

- Add Multiple Javascript in admin area, client area and both
- Add Multiple CSS in admin area, client area and both
- Powerful editor with beautify code and fullscreen option
- Used to add Google analytics, Facebook pixel, Google tag manager code and other possible services
- Add any Javascript code OR any Custom CSS.
- Fullscreen mode and Beautify your code

Regular License - \$15

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- ✓ Future updates
- ✓ 6 months support from experts@envato

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☐ Extended support to 12 months \$3.75

Get it now and save up to \$5

Price is in USD dollars. Price displayed excludes sales tax

[Add to Cart](#)

[Buy Now](#)

Systemwide Share

Via [Envato Market](#)