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You're listening to the Tiny Course Empire Podcast with Cindy Bidar. This is Episode Number 30, and this is part three of a six-part series on Starting an Online Business from Scratch. Today's episode is all about how your business makes money, and I'm going to give you 14 ideas for digital assets you can create in a weekend.

Welcome to the Tiny Course Empire Podcast, a weekly show dedicated to helping you launch and grow your digital course business. Even if you don't have a big team or a six-figure ads budget, we'll help you design smart systems, take consistent action and achieve massive success on your own terms. Now, here's your host, Cindy Bidar.

Welcome back to the Tiny Course Empire Podcast. I'm your host Cindy Bidar. You'll find show notes and recommended resources for this episode at TinyCourseEmpire.com/30. If you're new to the show, welcome, I'm happy to have you here. Be sure that you tap that subscribe button so you don't miss any episodes. You're definitely going to want to catch next week's show because we're going to talk traffic, and that's something we all need more of, right? Today though, is all about how your business makes money, in other words, what do you actually sell? Now, there are lots of different things you can sell in your online business, and I talked about six of them in episode number 16, I'll link to that in the show notes if you're interested. Today though, I want to focus on sellable assets you can create quickly. I see a lot of brand-new business owners or would-be business owners who get stuck for weeks or months, or sometimes even years on creating a product, and I want to challenge you to create a product in a weekend or even less, and I'm going to give you 14 ideas you can use starting right now, even if you've never created a product before.

Now, I have to tell you, I have a little bit of experience here. I've told the story before about the Funnel Builders Checklist Pack, which is a product, a digital product that I created and that I still sell today. I created this one summer weekend while I was sitting out on my back patio and the husband was grilling our dinner, and I suddenly had the idea to create this checklist pack. So I got out my laptop and I sat there while he cooked dinner, and I wrote the bones of this checklist pack. And I was heading out that following Wednesday to speak at an online business conference, so I was traveling to Atlanta that following Wednesday, this was a Saturday afternoon, and I challenged myself to write and launch that checklist pack before I left for Atlanta the following Wednesday. So I had like four days to work on this, and I got that checklist pack done. I wrote the sales page, I wrote

emails to send to my list, and I did all of that in less than four days. I had it all ready to go before I walked out the door to head to the airport on Wednesday morning, and by the time I came home from that conference the following and Sunday afternoon, I believe, or maybe it was the following Monday, we had sold several hundred copies of that checklist pack and made several thousand dollars.

Today, my husband jokes that every time we cook out, he wants me to bring my laptop because that one time we created a product that sold so well. So I'm telling you this story so that you can understand that it doesn't have to take weeks or months or years to create a digital product. It can be something that you do very, very quickly and that can have big returns for you, it can have a really big impact on your business. And when you have those little wins right in the beginning, it helps to build up your momentum. So that's what I want to encourage you to do with this episode, I want to encourage you to create those quick wins at the beginning so that you can build up your momentum and get your business rolling. So let's talk about those products that you can create in as little as a weekend or sometimes even in just an afternoon, it doesn't even have to take a whole weekend. So I've got 14 ideas for you.

Idea Number One is templates. You see templates everywhere. You've probably bought templates. I'm talking about things like Canva, templates for eBooks. Maybe you create a nice-looking eBook template or a slide template for Canva and sell it. You'll see these for sale, I've purchased these on places like Creative Market, or you can buy them from individual websites, I have purchased them everywhere. So Canva templates are a hot seller if you've got even a little bit of design skills. PowerPoint or Keynote templates, same kind of idea, are really hot sellers in the online business world. If you know your way around PowerPoint and have a little bit of design skills, that might be an option for you. Microsoft Word templates, think about things like resume templates or e-book templates or things like that, that you can create quickly and sell the docx file of, so that people can then take your creative design and put their own words into it and use that to publish their own e-books or their own resume, or whatever it is they're working on. Photoshop brushes are another kind of template that people can sell presets for photographers. So if you're a photographer and you do your own editing and you've got some light room presets that you use, for example, or even some Photoshop presets that you use, or some Photoshop actions that you use to edit your photos, those can be packaged up and sold and often are.

Email templates is another one, I have several email templates that I sell, one of my best sellers is called Conjure Clients Out of Thin Air, and again, this was a product that I created very, very quickly. I actually created it from emails that I was already using in my own business, all I did was strip out the details about my

business and left blanks where people who buy them can fill in their own details. And that remains one of my better selling products today, and it was created very, very quickly. Content templates are another option. So for this, I'm thinking of things like Karon Thackston's blog post shortcuts that she sells, which is basically a blog post template that you can take and plug in your own details, Jeff Herring sells something similar that he calls his genius templates. So any kind of content template that you can provide to people that will make it easier for them to write blog posts or emails, or create videos or record Podcasts, even, whatever you can do to help them do their work faster or easier, that might qualify as a content template that you can create really quickly. So that's idea number one, templates.

Idea number two is a mini course. This is just a tiny little course, maybe even tinier than a tiny course that I talk about. And it can be about anything that you know, anything that you know how to do, that you can teach somebody else. How to knit a sock, or how to teach your dog to come when he's called, or how to set a board press on your server, or how to troubleshoot something, or how to change the filter in your furnace, or how to set up Audacity to record a podcast. There's just a thousand ideas out there of things that you can create a mini course around, and I guarantee if you think about it, you know something that you can teach in a mini-course. What often happens is we think that because we know something, because we know something so well that everybody else must know it, too, right? Everybody must have this information. I have this information, so certainly everyone else has this information and it's just not true. You know things that people will pay you to learn, and a mini course can be really quick to create, and it can really help people achieve a goal or solve a problem that they're having. So that's idea number two is to create a Mini Course.

Idea number three is to create a workshop. Now, this is similar to a mini-course, except it's going to happen live. So you might do this over Zoom or you might do it on a Facebook Live, in a Facebook group or on your Facebook page. But basically, you're going to walk people through the steps to solve a problem that they're having. Or to achieve a goal that they want to achieve. And you're going to do it live on camera. That's idea number three.

Idea number four is to host a challenge, we see these all the time. Three-day challenge, five-day challenge, 30-day challenge. You can have a challenge for giving up sugar for a month, or you can have a challenge to read every day for a week, or you can have a challenge to journal every day for a year, there's just all kinds of challenges that you can create. It's very similar to a workshop, except it's going to take place over several days, whether that's three days or five days, or a week or a month or whatever length of time you choose. And the other difference between a workshop and a challenge is there is that element of gamification,

there's that extra support, there's that community that's all working towards a common goal. So that's what can make a challenge a really fun way to create a digital product to sell. Now, the advantage of both workshops and challenges is you can actually sell them before you create them. So if you find yourself struggling to actually get things done and get them up for sale, then maybe a challenge or a workshop is for you because you can put it up for sale first, and then create it after it's sold, another option.

Option number five is a checklist pack. Now, I already told you about the funnel builders checklist pack that I created while I was sitting on my patio watching my husband cooked dinner, but I've created several other checklist packs as well, and they've all been quick to create and equally easy to sell. If you have a process to follow to achieve a specific goal, then a checklist product is one you're definitely going to want to explore.

Idea number six is to write a small e-Book, it doesn't have to be 100 pages, I know I said e-book and I could practically hear you guys go, Oh, oh wait, that sounds like a lot of work, but it doesn't have to be.

I wrote an eBook called win back your audience that actually didn't start out being an eBook, it started out to be a course and ended up being an e-book. But I wrote this in a single weekend. It's about 15000 words. So it is totally doable, I'm not a particularly fast writer, but I did manage to get out about 15000 words over the course of a weekend, and I have sold this e-book over and over and over again. It's part of Six-Figure Systems if you want to check it out, and I'll put the link in the show notes as well. So an eBook is idea number six.

Now, if you're not quite up to a whole e-book, then how about a quick start guide? That's my idea number seven. The difference between an e-book and a quick start guide is a quick start guide is designed for beginners, it's designed to help somebody just really get started with the basics. So a quick start guide might be just five or seven or 10 pages maybe, and it's going to cover the very basics, it's going to get people past that starting point. So you're not diving deep into anything, it literally is just a quick start guide. That's idea number seven.

Idea number eight is one I'm particularly excited about digging into more in my own business, and that's no-code software. So when I say no-code software, what I'm talking about are things like Done for You, Excel or Google Sheets. So you've got an Excel template, a Microsoft Excel template, a spreadsheet or a Google Sheet. These can be things like maybe budgets or calculators, think a budget planning for a wedding or for a graduation party or for remodeling your home, or it can be trackers like a fitness tracker or a project planning tracker. All of these

things can be created from spreadsheets and sold, and people snap them up because nobody wants to create their own spreadsheet. But they're so useful. If you have a love for spreadsheets or for Microsoft Excel or Google Sheets or something like that, then this might be a good option for you. It's even a better option if you already have one that you've created that you use yourself. All you have to do make a copy, strip your data out of it and you can put it up for sale. Another option, if you want to take that just a step further, is something like notion or Airtable templates. These are really popular right now as well, so if you have a really in-depth Airtable template or a Notion template that you're using in your business or in your life somehow, like maybe it is a meal planning guide in Notion, or maybe it's an email tracker that you've created in Airtable.

Then that might be a good option for you as well. Another option from the business side is Trello or Asana templates, project templates set-up in Trello and Asana. I've actually sold Trello boards, I have an entire Trello board bundle that I sell, and I also create Trello boards as part of my courses inside Six-Figure Systems and they're always popular. People love them. So if you are using Trello for anything in your business or in your life, maybe it's travel planning, or maybe it's podcast episode planning, or maybe it's meal planning, if you're using it in that way, and it can be useful to other people, you can package that up and sell it as well, and you can get it done really, really quickly. So that's idea number eight, no-code software.

Idea number nine is printables. Printables are so hot right now, and there are literally hundreds of things you can create as Printable. You can create kids crafts or habit trackers, or journal pages, or planners, or workbooks, or labels and gift tags and greeting cards and coloring pages. Your imagination is limitless on this, and you can sell printable really easily on your own site, or you can sell them on sites like Etsy or Teachers Pay Teachers, there's lots of different places where you can put your printable up for sale. They're super easy to create if you have a little bit of creativity and super easy to sell. Very popular idea.

Idea Number 10 guided meditations. Now, I will admit, I had never thought of selling guided meditations, but I have a former coaching client who's doing really well with them. She sells them via a couple of different apps, but you could record them and sell them on your own website, you can sell them on apps, there's just lots of different places that you can get started with guided meditations. So if you are into meditating, if you have a decent microphone and a soothing voice, this might be an option for you. That's idea number 10, guided meditations.

Idea Number 11, original music for podcasts or video. I had a heck of a time finding the music I use in this podcast, it can be really expensive to buy royalty-free music.

And the sites that are out there, I kind of felt like I'd heard that music everywhere before. I didn't want to use something that everybody else was using. So if you are musical, if you play the piano or you play the guitar or whatever instrument you play, creating original music for podcasts or videos might be an option for you to quickly create a digital product that you can sell.

Idea number 12, similar for graphic designers, or photographers, you can create stock photography or graphics that you can package up and sell, there's lots of stock photography sites out there, but we tend to see kind of the same photos everywhere, right? So if you're a little bit creative with your photography and you have a little bit of a different eye, you could really find a unique niche. But even if you don't, even if you're taking photos of flowers or photos of pets or photos of buildings in the city, whatever it is, you can find an audience for those people who are publishing online, like I am. Bloggers, podcasters, product creators, coaches, anybody who has a presence online has a need for graphics and we snap them up, so if you are a photographer or your graphic designer, consider creating stock photography or graphics to sell, it could be very lucrative for you and very quick to create as well.

Another idea, if you are a WordPress designer, you can create WordPress themes or even entire websites to sell. I follow one person, her name is Christy Herron, I will link to her in the show notes, she creates Done for You websites and sells them. So she puts the content and she gets the domain name, she creates the theme, she puts the graphics in, all of that stuff. And then she packages them up for sale, so that's an option if you love working in WordPress, you can do this really pretty quickly and get some sites up for sale or get some themes up for sale on your website.

And finally, idea number 14 is done-for-you content, this is another really popular niche to get into. And that is the idea of selling content that is pre-written. So sometimes it's called PRL or done-for-you content or re-brandable content. If you are a writer or a creator of any kind, this might be an option for you as well.

So that's it, that's 14 ideas for digital products that you can create this weekend, like in just a couple of days. Don't overthink it, don't spend a ton of time, don't spend weeks or months or years working on that big digital course. Just get started. And again, there's all kinds of other things that you can do. You can be an affiliate marketer, you can be a content creator, you can be a coach. I talk about all of those other things in Episode 16, but if you're brand new and you're just starting a business, having some quick wins like you can get with these tiny digital products can really get your momentum going, and that's what I hope to inspire you to do with this list of 14 ideas for products you can create in a weekend.

Now, I'd like for you to head over to TinyCourseEmpire.com, you'll find the show notes there, all of the resources we mentioned, and you can download my online business roadmap as well, which is the six-step process we're working through here in this podcast series. And while you're there, be sure to leave me a comment, I would love to know which of these 14 ideas you're going to run with. And if you already have a small digital product for sale, drop a link in the comments so we can all check it out. Finally, if you're enjoying the show, would you do me a favor and leave a rating and review over at Apple podcast that helps others find us. And of course, if you have a friend or a colleague who would love to hear this episode, go ahead and send them the link, that's TinyCourseEmpire.com/30. Have a terrific day, everyone, and I will talk to you all again next week.

If you like what you hear on the Tiny Course Empire Podcast, you're going to love all of the courses and workshops and support you'll find inside Six-Figure Systems, that's my monthly program where we dig into online marketing for regular people like you and me. We don't do big launches, we don't have the big headaches and we don't have the big expenses that come with them. Instead, we focus on creating repeatable, sustainable systems that continue to grow over time, and that don't suck up all of our energy or require a 10-person team to manage. You can come see what we're all about at SixFigureSystems.com, and I'll see you on the inside.