



PASSIVE INCOME

FREE BEGINNERS GUIDE

DIGITAL PRODUCTS

EKSATVIK

www.eksatvik.com



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written by:

Eksatvik

INTRODUCTION TO DIGITAL TEMPLATES



What Are Digital Templates?

Digital templates are ready-made design or content files that people can download, customize, and reuse for their own needs.

Instead of creating something from scratch every time, users simply:

Open the template

Edit text, colors, or images

Use it instantly for their purpose



In simple words:

A digital template is a “fill-in-the-blanks” product that saves time, effort, and design skills.



Why Digital Templates Are So Powerful

Digital templates are one of the most popular online income products because they solve a real problem:

- 👉 People don't want to start from zero
- 👉 They want "done-for-you" designs and systems

This is why templates sell so well online.

🔥 Key reasons they work:

1. ⌚ They save time

People don't need to design or think—they just edit and use.

2. 🎯 They are beginner-friendly

Even non-designers can use templates easily.

3. 💰 They are reusable products

You create once and sell it repeatedly without extra work.

4. 📈 High demand across industries

Every niche needs templates:

Business owners

Students

Content creators

Job seekers



Chapter 2

Popular Digital Templates

The most profitable and beginner-friendly templates:

1. Canva Instagram Templates

These are pre-designed posts for Instagram that users can edit.

What they include:

Quote posts

Carousel designs

Promotional posts

Story templates



Who buys them:

Influencers

Small business owners

Coaches

Digital marketers



Why they sell:

Everyone needs Instagram content daily, but not everyone can design it.



2. Resume / CV Templates

Professional job application designs.

What they include:

Modern CV layouts

ATS-friendly resumes

Cover letter templates

💡 Who buys them:

Students

Job seekers

Fresh graduates

🔥 Why they sell:

A good resume increases job chances, so people are willing to pay for it.



3. Notion Planners

Productivity and organization templates
built in Notion.

Examples:

Daily planners

Study trackers

Business dashboards

Habit trackers

💡 Who buys them:

Students

Entrepreneurs

Productivity-focused users

🔥 Why they sell:

People want structure in their life and work.



You create once, sell unlimited times

4. Business Kits

Complete branding packages for startups or small businesses.

Includes:

Logo templates

Business cards

Instagram branding

Flyers & posters

💡 Who buys them:

New business owners

Freelancers

Local shops

🔥 Why they sell:

Businesses need branding quickly and cheaply.



Your effort is front-loaded (creation), but income is continuous (sales).

5. Ebooks & Worksheet Templates

Pre-designed content structures for writing or teaching.

Examples:

Workbook templates

Coaching guides

Lead magnets

Fillable PDFs

💡 Who buys them:

Coaches

Educators

Content creators

🔥 Why they sell:

They help people create professional content fast.



Digital templates are one of the simplest ways to start building those assets.



YouTube Thumbnail Packs

Clickable video cover designs.

Includes:

Bold text thumbnails

Faceless niche thumbnails

Branding packs



Who uses them:

YouTubers, creators, vloggers



Why they sell:

Good thumbnails increase views directly.



Start simple → then move to bundles → then build premium systems.

CHAPTER 3:

TOOLS YOU NEED (NO SKILLS REQUIRED)

One of the biggest misconceptions about selling digital templates is that you need to be a professional designer or have advanced technical skills. The truth is, many successful digital product creators started with no prior design experience. Today, user-friendly tools powered by AI make it possible for anyone to create professional-looking digital products. Most of these tools offer free plans,

This chapter introduces the essential tools you'll need to create, organize, sell, and market your digital templates.



The more value you add to a template, the higher you can price it

CHAPTER 3:

TOOLS YOU NEED (NO SKILLS REQUIRED)

1. **Canva** – Your Primary Design Tool

Purpose: Create professional digital templates without graphic design experience.

Canva is one of the most popular online design platforms, offering thousands of customizable templates.



CHAPTER 3:

TOOLS YOU NEED (NO SKILLS REQUIRED)

1. **Canva** What You Can Create

Instagram posts and stories

Facebook posts

Pinterest pins

Resume templates

Business flyers

Business cards

Workbooks

eBooks

Planners

Checklists

Certificates

Printable templates



CHAPTER 3:

TOOLS YOU NEED (NO SKILLS REQUIRED)

1. Canva

Canva Free	Canva Pro
Free templates	Millions of premium
Limited graphics	Premium graphics and photos
Basic fonts	Premium font library
Basic storage	Larger cloud storage
Suitable for beginners	Ideal for business creators



CHAPTER 3:

TOOLS YOU NEED (NO SKILLS REQUIRED)

2. Chat GPT – Your AI Business Assistant

Purpose: Generate ideas, write content, and improve productivity.

ChatGPT can dramatically reduce the time needed to create digital products.

Use ChatGPT For:

Product ideas

Workbook content

Ebook writing

Marketing copy

Product descriptions

Sales page content

Social media captions

Email newsletters



CHAPTER 3:

Notion

Purpose: Planning and organizing your digital product business.

Notion is a flexible workspace where you can manage projects, ideas, and business operations.

Organize

Product ideas

Content calendar

Customer feedback

Sales tracker

Affiliate links

Marketing plans



CHAPTER 3:

Gumroad

Gumroad is one of the easiest platforms for beginners to start selling digital downloads.

Sell Products Such As

PDF ebooks

Canva templates

Resume templates

Digital planners

AI prompt packs

Printable worksheets

Design bundles



CHAPTER 3:

Gumroad

Advantages:

No website required

Secure payments

Instant digital delivery

Customer management

Discount codes

Sales analytics



CHAPTER 3:

Etsy

Purpose: Sell digital products through a large online marketplace.

Etsy attracts millions of buyers searching specifically for digital downloads.

Popular Products

Printable planners

Wedding templates

Resume templates

Business templates

Invitation designs

Social media templates



CHAPTER 3:

Etsy

Advantages

- Built-in customer traffic
- Trusted marketplace
- Easy product listings
- Global audience



CHAPTER 3:

WordPress or Shopify

As your business grows, having your own website gives you greater control over branding, customer relationships, and product sales.

Benefits:

Build your own brand

Sell unlimited products

Improve search engine visibility (SEO)

Collect customer email addresses

Integrate affiliate marketing

Publish educational blog content



CHAPTER 3:

Pinterest

Purpose: Drive free traffic to your digital products.

Pinterest acts like a visual search engine where users actively search for inspiration and resources.

Great For Promoting

- Canva templates
- Printable planners
- Resume templates
- Business kits
- Worksheets
- Ebooks

Why It Works

Pins can continue bringing visitors to your products for months or even years after they are published.



CHAPTER 3:

Instagram

Purpose: Build an audience and promote your digital products.

Instagram is ideal for showcasing your work through short-form content.

Content Ideas

Before-and-after template transformations

Design tutorials

Product demonstrations

Customer success stories

Tips and tricks

Behind-the-scenes creation process



CHAPTER 3:

Email Marketing Tools

Purpose: Build long-term relationships with your audience.

An email list allows you to communicate directly with potential customers.

Popular Platforms

MailerLite

ConvertKit

Brevo

Benefits

Launch new products

Offer discounts

Share helpful content

Build customer loyalty



CHAPTER 4:

HOW TO CREATE YOUR FIRST TEMPLATE

(Step-by-Step)

Creating your first digital template may seem challenging, but it becomes simple when you follow a clear process. You don't need to be a professional designer or spend weeks creating your first product. The key is to solve a specific problem for a specific audience.



Step 1: Choose Your First Template Idea

Choosing the right product is the most important step. Instead of creating something you like, create something people are already searching for.

Ask Yourself These Questions

What problem does my template solve?

Who will use this template?

Is there demand for this type of product?

Can I create it within a few hours?



Research Before Creating

Visit marketplaces like Etsy and Gumroad to

see:

Best-selling products

Popular design styles

Pricing

Customer reviews

Features buyers appreciate

**This research helps you understand what
customers actually want.**



Step 2: Plan Your Template

Before opening Canva, spend a few minutes planning your product.

Define

Target Audience

Example:

Small business owners

Purpose

Create attractive Instagram posts quickly.



Number of Templates

Instead of selling one template, create a pack.

Examples:

10 Instagram Templates

20 Resume Designs

30 Pinterest Pins

50 Story Templates

Customers perceive bundles as better value.



Create a Complete Template Pack

Customers love complete solutions.

Instead of:

"Instagram Template"

Sell:

"30 Minimal Instagram Templates for Small Businesses"

Include:

Square posts

Stories

Carousel layouts

Cover pages

Call-to-action slides

Thank-you slides

The more useful your pack, the higher its value.



Check Your Design

Before exporting, inspect every page.

Check:

- ✓ Alignment
- ✓ Font consistency
- ✓ Color consistency
- ✓ Image quality
- ✓ Grammar
- ✓ Spelling
- ✓ Margins
- ✓ Page spacing

Pretend you are the customer seeing it for the first time.



Export Your Files Correctly

Choose the correct format depending on the product.

Product	Recommended
Printable Planner	PDF Print
Ebook	PDF Standard
Worksheets	PDF
Images	PNG
Product Preview	JPG or PNG
Presentation	PDF or PPT
Editable Canva	Share Template

Always keep an editable master copy for future updates.



Common Beginner Mistakes to Avoid

- ✗ Using too many fonts
- ✗ Too many colors
- ✗ Low-quality images
- ✗ Inconsistent spacing
- ✗ Selling only one template
- ✗ Ignoring spelling mistakes
- ✗ No instructions for buyers
- ✗ Poor preview images
- ✗ Forgetting to test the template



CHAPTER 5: HOW TO PACKAGE YOUR DIGITAL PRODUCT

**A well-packaged digital product
looks professional, builds customer
trust, and increases its
perceived value.**



HOW TO PACKAGE YOUR DIGITAL PRODUCT

Step 1: Organize Your Product Files

Step 2: Create an Instructions Guide

Step 3: Generate the Canva Template Link

Step 4: Create Product Preview Images

Step 5: Write a Product Description

Step 6: Add Bonus Resources

Step 7: Include a License

Step 8: Compress Everything into a ZIP File



CHAPTER 6: WHERE TO SELL YOUR TEMPLATES

Step 1: Create a Seller Account

Step 2: Choose a Selling Platform

Gumroad

Etsy

Payhip

Shopify

Step 3: Upload Your Product

Step 4: Add Product Images

Step 5: Write a Product Title & Description

Step 6: Set Your Price

Step 7: Publish Your Listing

Step 8: Share Your Product Link



CHAPTER 7

HOW TO PRICE YOUR DIGITAL PRODUCTS

Step 1: Research Competitor Prices

Step 2: Start with Beginner Pricing

Step 3: Price Based on Value

Step 4: Offer Product Bundles

Step 5: Run Limited-Time Discounts

Step 6: Increase Prices as Your Store
Grows



CHAPTER 8

HOW TO GET YOUR FIRST SALES (FREE TRAFFIC METHODS)

Step 1: Optimize Your Product Listing

Step 2: Post on Instagram

Step 3: Create Pinterest Pins

Step 4: Share Short Videos (Reels/Shorts)

Step 5: Write Helpful Blog Posts

Step 6: Join Relevant Online Communities

Step 7: Build an Email List

Step 8: Stay Consistent



CHAPTER 9

VIRAL TEMPLATE IDEAS THAT SELL FAST

Step 1: Research Trending Niches

Step 2: Choose a High-Demand
Template

Step 3: Create Multiple Variations

Step 4: Bundle Related Templates

Step 5: Design Professional Mockups

Step 6: Publish and Test

Step 7: Improve Based on Customer
Feedback





CHAPTER 10

HOW TO SCALE INTO PASSIVE INCOME

Step 1: Create More Products

Step 2: Build Product Bundles

Step 3: Expand to Multiple Platforms

Step 4: Build an Email List

Step 5: Automate Product Delivery

Step 6: Promote Consistently

Step 7: Launch New Products Regularly

Step 8: Reinvest and Grow Your Business

