

Technology and Psychology of Successful Digital Products

RD ENTREPRENEUR SYMPOSIUM - FALL 2019

Participant Workbook

This workbook will help you stay on track during the workshop so you don't miss a single thing and can get the absolute most possible out of the event and have a clear set of action items to complete.

Pre-Workshop Questions

What are your goals/dreams for digital products?

- 1.
- 2.
- 3.

What are you hoping to learn in this mini-workshop?

Write down any questions you have here. If they aren't answered during the presentation, ask them in the symposium Facebook group or email me at megan@rd2rd.com.

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Start here to follow along during the workshop:

Psychology is understanding why people buy and tapping into _____ and _____ to generate sales.

Technology is tools and software that facilitate _____ and sales _____.

The 3 steps in selling process are:

- 1.
- 2.
- 3.

Why did you choose this presentation? What motivated you to prioritize this topic right now?

Attraction is creating and sharing _____ that your audience is interested in.

Attraction is NOT talking about the features and benefits of your _____.

Exercise #1

Describe your target customer?

What topics are they interested in?

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Exercise #2

Write down 2 or more topics for content that you want to use to practice performing keyword research

1.

2.

BONUS: Write down 2 or more content creators or social media accounts that excel at the niche you are targeting.

1.

2.

A _____ is a tool to transform traffic and followers into potential customers.

Provide an incentive/offer in exchange for _____.

When writing to _____, it is important to use strong _____, elicit _____ and leverage _____.

4 Key Technology Tools for Attracting Potential Customers:

1.

3.

2.

4.

Exercise #3

Write down an idea for your lead magnet (topic and/or type).

BONUS: Set date for getting setup with email marketing tool.

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The key outcome for the nurture phase of the selling process is to build a _____ with potential customers.

What is KLT?

K = _____

L = _____

T = _____

A series of automated emails sent to potential customers with a _____ target outcome.

A _____ is a stand-alone page created with the purpose of _____ a _____.

Both of these are important on a sales page:

- 1.
- 2.

Exercise #4

Review sales pages for 2 products you found during your market research.
Note structure and key elements.

BONUS: Note pain points described and refer back to list of topics you wrote your audience is interested in in exercise #1.

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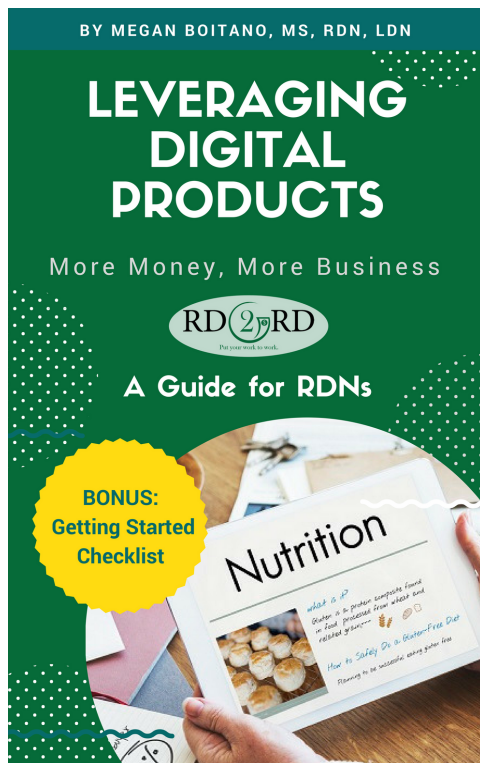
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Post-Workshop Take-Aways

How could digital products affect your life and those of others?

What changes do you need to make or new things you can start doing?

Do you need additional support or strategies to be successful?



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