

LEARN THE  
EXACT STEPS TO  
START MAKING  
MONEY WHILE  
YOU SLEEP!

# BEGINNERS GUIDE TO

CREATE PASSIVE INCOME

# DIGITAL WEALTH

AND GROW YOUR BRAND

DWA  
DIGITAL WEALTH ACADEMY

@THEREDWOODMUMMA



WELCOME TO THE GUIDE WELCOME TO THE GUIDE WELCOME TO THE GUIDE WELCOME TO THE GUIDE

# *Welcome* **TO THE GUIDE**

You're entering into the world of passive income, where your passion has the power to captivate audiences and forge meaningful connections. All while building you an income while you sleep!

This guide is going to give you the knowledge and head start you need to gain clarity before investing and to start making money on your terms!

Work from home, while on vacation, and automate your business to do the work even while you sleep! with Digital Marketing anything is possible!

LET'S DIVE IN



WELCOME TO THE GUIDE WELCOME TO THE GUIDE WELCOME TO THE GUIDE WELCOME TO THE GUIDE



# TABLE OF CONTENTS

## 01 INTRODUCTION

Let's get acquainted!  
Learn a little about me, why I do what I do and then we will dive into the good stuff!

## 02 DIGITAL MARKETING 101

In this chapter, I'll explain how you can make money online with digital marketing, and a bit more about PLR & MRR rights!

## 03 LINGO YOU'LL NEED TO KNOW

There are some fancy words you'll want to know to make the transition into the digital world easier. I'll explain them here!

## 04 IDENTIFYING YOUR NICHE

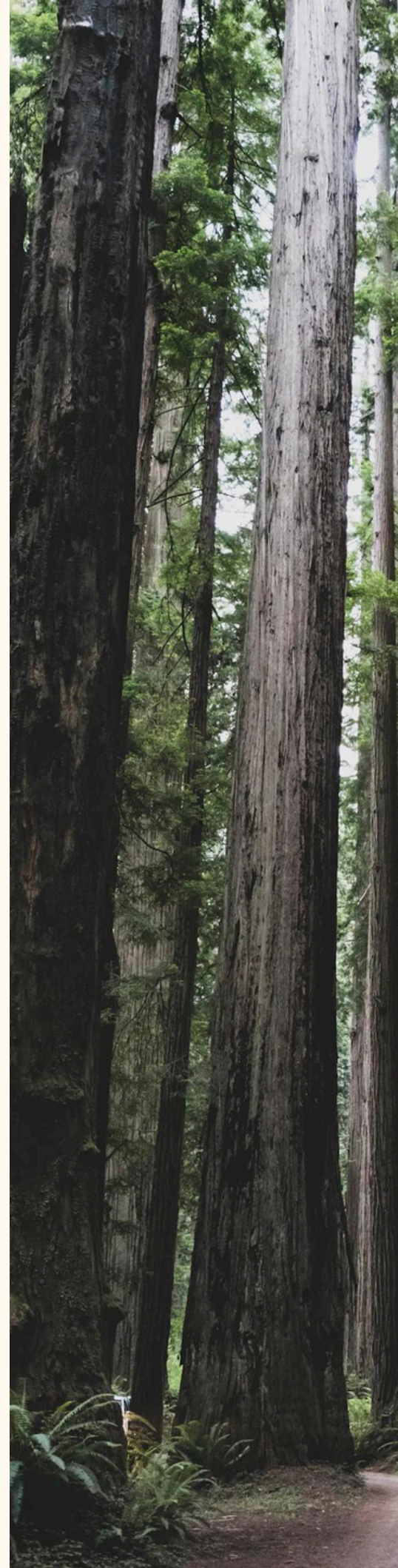
Your niche is your area of expertise or the people you want to help with your business. I'll help you identify it here!

## 05 NEXT STEPS

Learn what you'll need to do to make this passive income dream your reality in simple steps for your success!

## 06 CONCLUSION

A thank you from me, a promise of my support and how you can get in touch should you need help with anything along the way!



# CHAPTER



# NUMBER 1

**INTRODUCTION**

2 PAGES

LET'S  
DO IT

## WHAT YOU'LL LEARN

Let's get acquainted!  
Learn a little about me, why I do what I do  
and then we will dive into the good stuff!





# HELLO, I'M ALYSSA

I'm a mum, teacher, nutrition and body image coach, and digital marketer!

I started my online businesses not having any skills in marketing, and it showed! I wasn't reaching anyone to help them with my skillset because I didn't know HOW to reach them.

I finally accepted that I needed help, and I'm so glad I found DWA because it's given me the skills I need to get my businesses out there and help people! And now I get to help newbies in the digital marketing world too!

*Alyssa*

**LET'S DO IT!**





# CHAPTER



# NUMBER 2

**DIGITAL MARKETING 101**

4 PAGES

TELL ME  
MORE

## WHAT YOU'LL LEARN

In this chapter, I'll explain how you can make money online with digital marketing, and learn about PLR & MRR rights!



# DIGITAL MARKETING 101

Digital marketing in the most basic terms is the art of selling products, typically digital ones, using online platforms like Instagram, TikTok, Pinterest, Facebook etc. It is one of the biggest opportunities to make an online income for complete beginners since it's a low-cost but high-return system.

You can create and sell your own digital downloads, such as ebooks, workbooks, content creation templates, website layouts, courses, and more.

You also have the option to “content repurpose” and sell products that are “done-for-you” aka hold MRR or PLR rights.

I'm sure you're wondering what that means, haha I'll explain that on the next page! Typically these products are either low-ticket or high-ticket, so I'll explain that first!







# LOW-TICKET & HIGH-TICKET DIGITAL PRODUCTS

You might be familiar with the terms low-ticket and high-ticket digital products, but what exactly does that mean when it comes to making passive income?

## *Low Ticket*

Low-ticket digital products refer to more affordable digital items, typically priced between \$20 and \$100. Their lower price point makes them easier to sell and more accessible to a broader audience. These products, like ebooks, guides, checklists, and templates, are particularly favorable for beginners due to their simplicity in creation.

## *High Ticket*

On the flip side, while high-ticket digital products come at a higher price point they typically offer extensive value and in-depth content. While they require more effort to create and sell, the returns are significantly higher. Common examples include courses and coaching programs. The distinction between low-ticket and high-ticket products is crucial for understanding the varied dynamics of the digital product market.

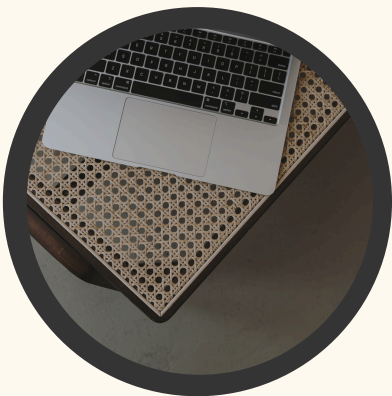


# DONE-FOR-YOU DIGITAL PRODUCTS

Ok now I'll explain done-for-you (DFY) digital products! **This business model is unique because it provides ready-made products you can resell for 100% profit offering a shortcut to your digital success.**

DFY products are a great starting point because you don't need experience or expertise aside from some basic canva skills, which can be easily learned! It's a total game-changer for quickly creating passive income.

The two most common types are "Private Label Rights" (PLR) and "Master Resell Rights" (MRR).



## MRR "MASTER RESELL RIGHTS"

"Master Resell Rights" (MRR) refers to a type of license that allows you to resell a digital product and allows your customers to resell it as well! **I only sell courses with this license, meaning you not only get to learn everything in the course, but then, if you'd like to you can resell it and keep 100%!** At first I was worried it was some kind of scam, or MLM but the more research I did the more I realized since there's no upline or downline, no one else is benefitting but me! And you will too!



## PLR "PRIVATE LABEL RIGHTS"

"Private Label Rights" (PLR) is even more unique because they are digital products that you have the option to edit, rebrand, add to or take away from and sell as your very own and of course keep 100% profit as well. Most of the guides and workbooks I create and sell will not only have MRR attached, but PLR as well. This helps you get your business going 10x faster and gets income into your bank account sooner than anything else.

*Learn about*

# THE DIGITAL WEALTH ACADEMY

Expand your biz knowledge, learn to scale OR go all in on passive income like I did!

There are tons of MRR courses popping up in the digital marketing world right now but it's important you choose carefully as many leave a lot to be desired when it comes to value!

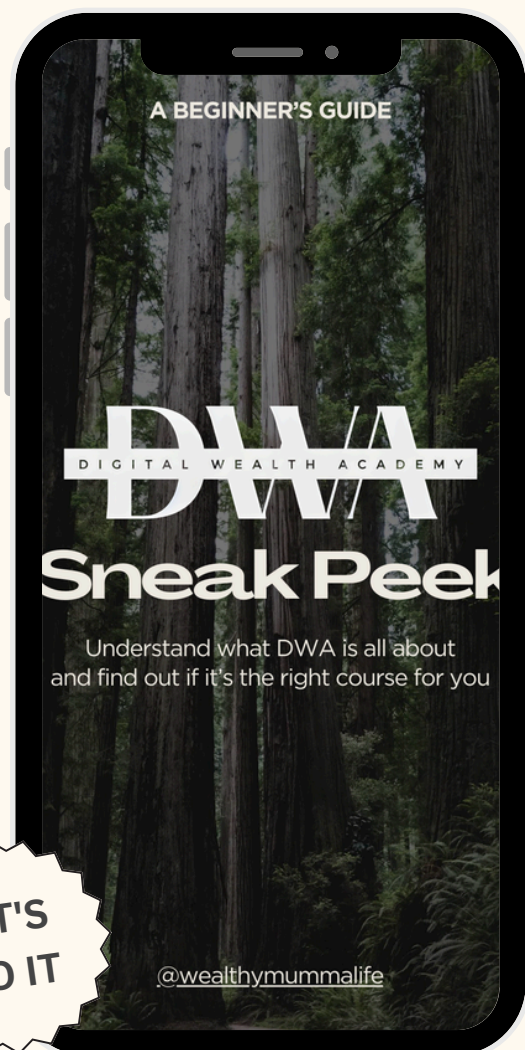
**DWA is by far the most viral MRR course on the market right now!**

Learn everything you need to know about online business, branding and social selling PLUS, as a bonus make 100% profit back from every sale if you decide to resell the course you choose!

**It's win win, only one sale makes back your full investment!**

Hit the link below and learn how you can start passive income online through DWA!

[LEARN MORE](#)



LET'S  
DO IT

LEARN TO MAKE MONEY WHILE YOU SLEEP LEARN TO MAKE MONEY WHILE YOU SLEEP LEARN TO MAKE MONEY WHILE YOU SLEEP  
CHECK OUT MY COURSE CHECK OUT MY COURSE CHECK OUT MY COURSE



# CHAPTER



# NUMBER 3

**LINGO YOU'LL NEED TO KNOW**

3 PAGES

**YES  
PLEASE**

## WHAT YOU'LL LEARN

There are some fancy words you'll want to know to make the transition into the digital world easier. I'll explain them here!

# LINGO YOU'LL NEED TO KNOW

## **FREEBIE:**

- A freebie, in the context of digital marketing, is a free item, service, or content offered to potential customers as a promotional strategy. It is often used to attract attention, build goodwill, and encourage further engagement.

## **LEAD MAGNET:**

- A lead magnet is a valuable incentive offered to potential customers in exchange for their contact information, such as an email address. The goal is to attract and capture leads for future marketing efforts.

## **FUNNEL:**

- In digital marketing, a funnel represents the stages a potential customer goes through, from initial awareness to making a purchase. It typically includes stages like awareness, consideration, and conversion, and is visualized as a funnel due to the gradual narrowing of prospects.

## **EMAIL CAMPAIGN:**

- An email campaign is a coordinated set of email messages sent to a targeted audience with the goal of achieving specific marketing objectives, such as promoting a product, nurturing leads, or building brand awareness.

## **SEO (SEARCH ENGINE OPTIMIZATION):**

- The practice of optimizing web content to improve its visibility in search. Especially important for Instagram sales now!



# LINGO YOU'LL NEED TO KNOW CTD.

## **AFFILIATE MARKETING:**

- Affiliate marketing is a performance-based marketing strategy where individuals (affiliates) earn a commission for promoting and driving sales or leads to a merchant's products or services through their marketing efforts.

## **ROI (RETURN ON INVESTMENT):**

- A measure of the profitability of an investment, calculated by dividing the net profit by the initial cost.

## **ANALYTICS:**

- The collection and analysis of data to gain insights into website and campaign performance.

## **CTA CALL TO ACTION):**

- A prompt that encourages the audience to take a specific action, such as clicking a button or filling out a form.

## **ALGORITHM:**

- The set of rules and calculations used by search engines and social media platforms to determine the order of content presented to users.

## **CONVERSION RATE:**

- The percentage of website visitors who take a desired action, such as making a purchase or filling out a form.





**STAY CONSISTENT**  
**IN YOUR OWN** *growing*  
*journey* **AND CELEBRATE**  
**YOUR** *success.*



# CHAPTER



# NUMBER 4

**IDENTIFYING YOUR NICHE**

2 PAGES

LET'S  
DO IT

## WHAT YOU'LL LEARN

Your niche is your area of expertise or the people you want to help with your business. I'll help you identify it here!



# IDENTIFYING YOUR NICHE

Your “niche” is what sets you apart from others. By choosing a specific niche, you're essentially focusing in on a certain target audience or group of people that have interests that align with the topic or focus of the product, course or service you're offering.

A mistake that's commonly made is trying to be too broad for the fear of not getting customers or excluding certain people.

But when we try to appeal to everyone, we end up reaching nobody and that's the reason why we want to be very specific when choosing our target audience.

Once you decide or identify which niche you'd excel the most in, you'll better be able to serve your target audience. Knowing WHO you're creating content for will help you tailor it to speak to the exact person you want to help or impact!

On the following page you'll find an exercise of questions to help you identify your niche.

Set aside 15-20 minutes, grab some paper and a pencil and take your time with each question. If you need to, come back to it. There are no right or wrong answers! Just have fun and enjoy the process!



## **1. WHAT AM I PASSIONATE ABOUT?**

What topics genuinely excite and energize me?

## **2. WHERE DO I EXCEL IN EVERY DAY LIFE?**

What skills or knowledge do I possess that others might find valuable?

## **3. WHO AM I EAGER TO HELP?**

Is there a specific group or community I want to support or provide value to?

## **4. WHAT PROBLEMS CAN I SOLVE?**

What common issues or challenges do I see around me that my product could help with?

## **5. WHAT AM I NATURALLY GOOD AT?**

What topics or areas of life do I find easy? ex: God-given gifts

## **6. WHAT SETS ME APART FROM THE CROWD?**

What unique perspective, experience, or approach do I bring to the table?

## **7. WHAT EXCITES ME LONG-TERM?**

Can I see myself staying passionate and committed to this niche in the long run?

## **8. WHO WOULD BENEFIT MOST?**

Who would benefit the most from what I have to offer, and who am I most excited to serve?

# CHAPTER

# NUMBER 5

**NEXT STEPS**

3 PAGES

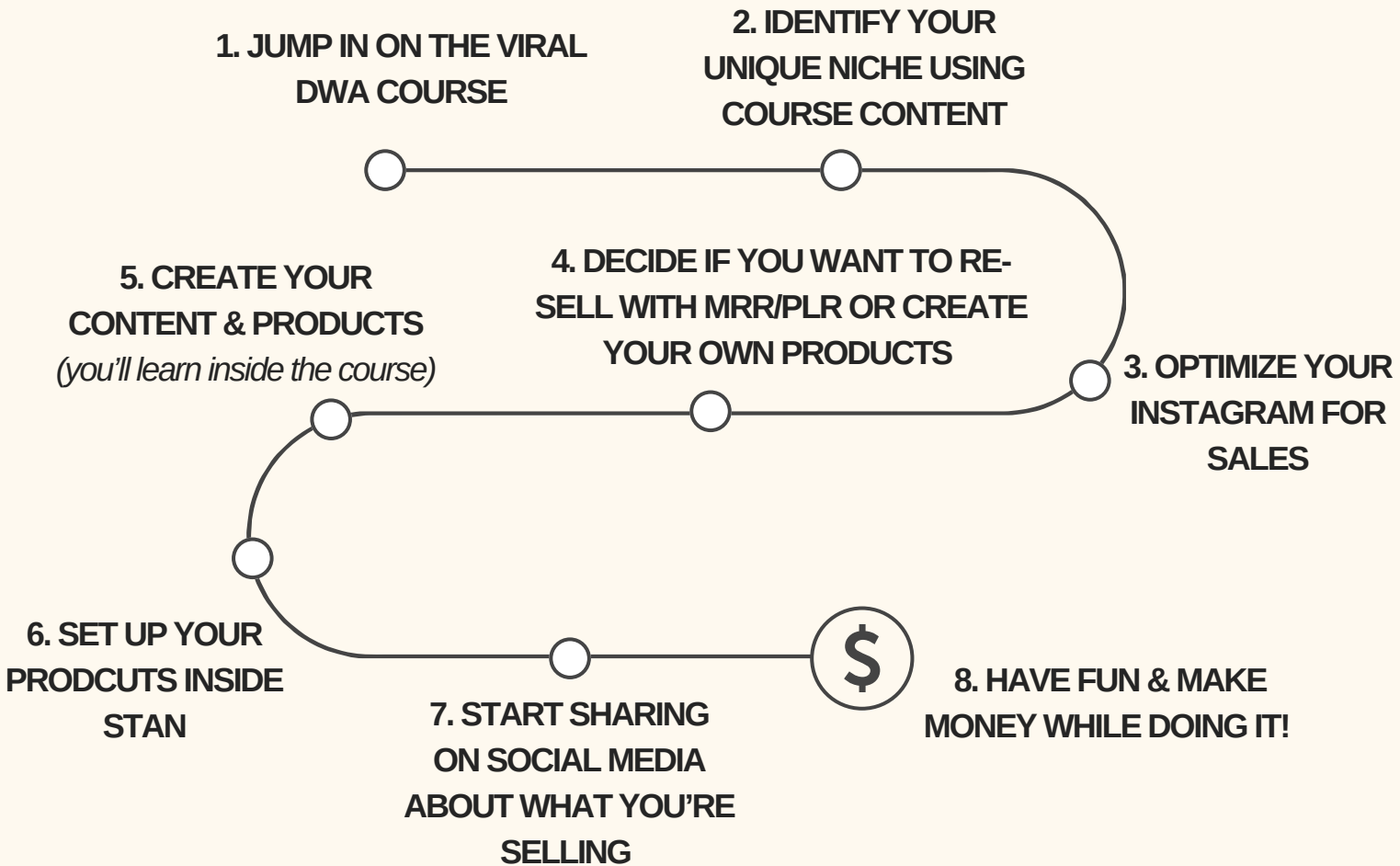
**TELL  
ME**

## WHAT YOU'LL LEARN

Learn what you'll need to do to make this passive income dream your reality in simple steps for your success!



# YOUR NEXT STEPS



# *Important Tools* **YOU'LL NEED**

01

## **INSTAGRAM - MAKE CONNECTIONS**

Instagram is my favourite and I think one of the best platforms to build a business on, especially for your digital products. If done right it becomes a community, builds customer trust and provides you with a place to sell!

02

## **A MRR/PLR PRODUCT TO SELL**

The fastest way to making income online is through a MRR/PLR product. Something you don't have to make yourself, and can sell while you take the time to create your own product!

03

## **STAN STORE - SELL YOUR STUFF**

Is an amazing tool to quickly market and sell your digital products directly from any social platform. It is full of features and so user friendly. **GRAB YOUR FREE STAN TRIAL HERE**

04

## **CANVA - FREE OR PAID ACCOUNT**

Canva is everything if you're creating digital products, while there are other websites to use, it's the most common and the easiest to get started on. You can sign up for a free account or try out their paid account for even more design options!

05

## **CHAT GPT - YOUR BFF**

ChatGPT is amazing for making your content ideas, helping you get over writers block and even giving you templates for easy sales pages and emails. I always rewrite and tweak whatever it gives me so it comes from my own tone and voice!

# CHECKLIST - MAKE IT HAPPEN

Month: ..... Week: .....

Tasks	Su	Mo	Tu	We	Th	Fr	Sa



# CHAPTER

# NUMBER 6

**CONCLUSION**

2 PAGES

THANK  
YOU

## WHAT YOU'LL LEARN

A thank you from me, a promise of my support and how you can get in touch should you need help with anything along the way!

*Alright friend,*

**IT'S TIME TO TAKE ACTION ON CREATING THE  
FUTURE YOU KEEP DREAMING OF!**



if you're like me, and you're wondering if this is going to be worth it, take a moment to think of the opportunity/cost of saying yes and no to DWA.

Which one feels more risky?  
Saying 'no' and nothing changes?  
Or saying 'yes' and the possibilities are endless.

If an ordinary mum like me who had ZERO understanding of digital marketing can do it, I know you can too.  
The only question that remains is, do you feel ready for the growth that comes with it? ..And I don't just mean financial. ;)

**ALYSSA**  
@THEREDWOODMUMMA

*Alyssa*



**[CLICK HERE TO START MAKING PASSIVE  
INCOME WITH DWA](#)**

@THEREDWOODMUMMA

