**Create and Sell**

**Digital Products**

**By Susan Neal**

 Do you have a product that is not long enough to be a book but would still be valuable to a reader? You can easily create a digital product and sell it on your website or through a link in an article. This blog will provide step-by-step instructions on how to create digital products, so you can start earning money.

To make a digital product, you need to properly format the document. First, develop a front matter page with a disclaimer, copyright, and notice that the buyer may not reprint or give away this product. Construct a table of contents to correspond with the content of your product. Insert a header with page numbers and title of the product and a footer with a copyright symbol “©—all rights reserved” and your website.

Next, build the back matter including an about the author section and a blurb regarding any other books or products you sell. Include your social media links. Finish up with a colorful cover just like an e-book because the cover is the first thing a potential buyer will see. I use [Pro\_Ebook Covers](https://www.fiverr.com/pro_ebookcovers?source=Order+page+seller+link) on Fiverr.com to design my covers for a minimal cost.

After you format your digital product upload it to [Gumroad.com](https://gumroad.com/). I have used this company to sell my products since 2016. This business's website is simple and easy to use.

It is free to create an account and make as many digital products as you want. You are not charged until you sell a product. Gumroad’s fee is 8.5% of your selling price + $.30 per sale. To create a product, click “add a product” under the products tab, and follow the instructions to upload your PDF and cover. Add a compelling description of your item and a price.

Gumroad takes care of the financial transaction and deducts their fees from the payment that they receive from the buyer. You are paid on a monthly basis and the money is electronically deposited. It is that simple, and you do not pay anything until you make a sale.

One of my best selling digital products, *How to Prevent, Improve, and Reverse Alzheimer’s and Dementia*, contains 24 interventions to prevent these devastating diseases. Every week I receive an email from Gumroad notifying me that another one of my products, like this one, sold.

To add your newly created product to your website Gumroad provides embedded coding for you to install. You copy and paste the code into your site. This company also provides a link for you to use in emails, blogs, and articles, so you can advertise your products.

It is up to you to do the marketing. You can check out four digital products that I sell on my website at <http://christianyoga.com/dvd-products>. I include links to my digital products in the bio section of my articles and blogs.

Check out my two best selling products on Gumroad:

[How to Prevent, Improve, and Reverse Alzheimer](https://gum.co/mQNTE)*[’](https://gum.co/mQNTE)*[s and Dementia](https://gum.co/mQNTE)

[Eat to Live: with a Low-Carbohydrate, Low-Glycemic, Anti-Inflammatory Diet](https://gum.co/BggOa)

Now you can begin selling your digital products as well. For fiction authors, you could sell character sketches and the backstory for your heroine and hero. What other type of digital product could you create? Please share below.

Writing Prompt: What type of digital product can you create?