



Technocation Freelancing Training Institute & Software House

Digital Products Selling Training Certification Course Outline

MODULE 1: Introduction to Digital Products

- What are digital products?
 - Examples: eBooks, courses, designs.
 - Why they are popular.
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MODULE 2: Choosing the Right Product

- Think about what people need.
 - Pick a topic you like.
 - Check if others sell it too.
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MODULE 3: Understanding Your Customers

- Who will buy your product?
 - What problems can you solve?
 - Make products for their needs.
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MODULE 4: Creating Digital Products

- Use simple tools like Canva.
 - Make it easy to understand.
 - Add your own creative touch.
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MODULE 5: Selling Platforms

- Websites to sell products.
- Examples: Etsy, Gumroad.
- Pick one and sign up.

MODULE 6: Pricing Your Product

- Check what others charge.
 - Set a fair price.
 - Offer discounts sometimes.
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MODULE 7: Writing a Product Description

- Use simple words.
- Tell benefits clearly.
- Add nice pictures.

MODULE 8: Marketing Your Product

- Share on social media.
- Tell friends and family.
- Join online groups.

MODULE 9: Taking Payments

- Use PayPal or bank transfer.
- Make it easy for buyers.
- Send product after payment.

MODULE 10: Customer Service

- Reply to messages quickly.
- Be polite and helpful.
- Fix problems fast.

MODULE 11: Improving Your Products

- Ask for feedback.
- Update with new ideas.
- Make them even better.

MODULE 12: Growing Your Business

- Add more products.
- Work with other sellers.
- Try new markets.

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