

My Personal

ONLINE MONEY SECRET



CASE STUDY

umeshsaha.com

My Online Money Secret

Business Model - Digital Products (Courses)

What are digital products?

Digital products are items that exist in electronic form and can be delivered online, such as e-books, online courses, software, music, and digital artwork. They don't require physical storage or shipping.

Why did I choose to sell digital products?

- **Low Overhead Costs** – No physical inventory or shipping costs.
- **Scalability** – You can sell unlimited copies without extra effort or cost.
- **Global Reach** – You can sell to anyone, anywhere, with just an internet connection.
- **Instant Delivery** – Customers receive products instantly and automatically through E-mail
- **Automation** – Sales, payment processing, and delivery can be automated.
- **Flexibility** – You can create and sell from anywhere at any time.
- **High-Profit Margins** – Digital products have one-time production costs and high margins.

How did I do all this?

3 Steps Process I followed

1. Product Creation (Digital Products)
2. Marketing
3. Sales

1. Product Creation

How did I create digital products?

- It's a video course
- **Researched Extensively** – Gathered relevant video content from various sources related to the topic.
- **Organized Information** – Structured the collected content into a well-defined course with clear lessons.
- **Created Video Lessons** – Compiled and formatted the information into engaging, easy-to-follow video lessons.
- **Ensured Clarity & Value** – Focused on making the course informative, actionable, and beneficial for learners.

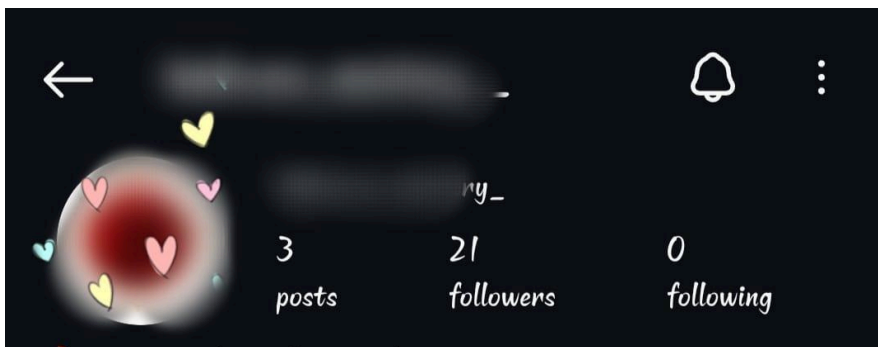
- **Published & Shared** – Uploaded the course on a platform (**Flexifunnels**) and made it accessible to those seeking knowledge.

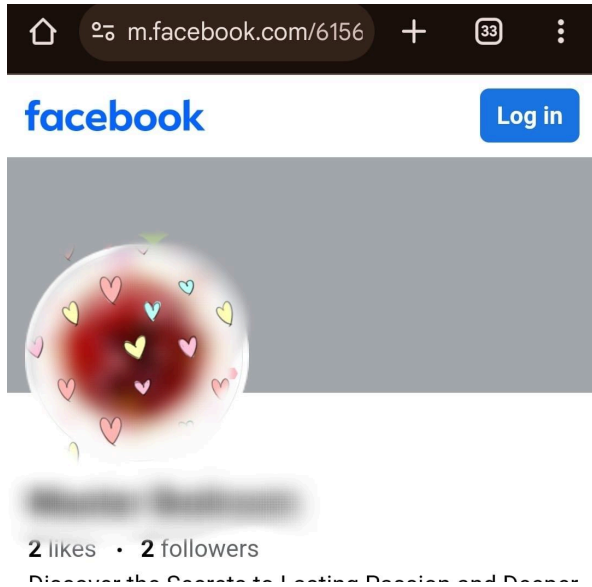
After creating the digital product, I built a high-converting landing page (website) to effectively showcase and sell it.

2. Marketing

To sell my product, I used two main marketing channels:

- **Meta Ads** – I leveraged Facebook and Instagram ads to reach a targeted audience, drive traffic to my landing page(website), and generate sales through optimized ad campaigns.
 - The best part about using **Instagram** and **Facebook** to make money is that no need to have thousands of followers (like 5k, 10k, or 100k) to start making money.
 - I start making money with just 20 followers on Instagram and 0 followers on my Facebook Page.
 - You can learn from Him about Facebook Ads
<https://youtu.be/eFgzOWuciNI?si=Fj15phs9x45tY7t3>
 - If someone masters Meta Ads, they can easily make tons of money. With Meta Ads, you can reach any part of the world, connect with your targeted audience easily, and effectively sell products.
 - I've seen countless people who don't have great products or creative content, yet they still make money. Do you know why? Because they know how to run ads effectively.





- **Gumroad** – I used Gumroad as my selling platform, allowing for seamless product hosting, secure transactions, and automated customer delivery.
 - ❖ <https://gumroad.com/>
 - ❖ Gumroad helps me sell digital products to a global audience effortlessly.
 - ❖ I listed my digital products on Gumroad, which required just a one-time setup. I invested only one day to set everything up, and after that, the system runs automatically.
 - ❖ Through automation, I achieved 46+ sales in 20+ countries using Gumroad.
 - ❖ I learned about the Gumroad platform through YouTube
<https://youtu.be/eCwzDZEPUHc?si=eRi0T9yG03LZ6OBO>

Country	Views	Sales	Total
us United States	71	8	
fr France	1	1	
gf French Guiana	2	1	
de Germany	8	4	
in India	190	14	
ke Kenya	3	2	
my Malaysia	2	2	
pl Poland	3	2	
sg Singapore	1	1	
za South Africa	6	2	
be Belgium	5	2	
bw Botswana	3	1	
il Israel	3	1	
it Italy	6	1	
ma Morocco	5	1	
nz New Zealand	4	1	

3. Sales

Once the traffic arrives at my website, the **landing page** takes over. This is where I provide all the essential details about the product—clearly describing its benefits, features, and how it can solve the customer’s problems.

The landing page is designed to engage visitors, build trust, and guide them toward making a purchase. With all the information laid out in an easy-to-understand format, customers are encouraged to buy the product, leading to a smooth and seamless purchase process.

4. Product delivery

After purchasing the product, it will be delivered to the customer’s email, where they can easily access and download it.