



UNLOCKING YOUR
POTENTIAL

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STEP-BY-STEP GUIDE
ON STARTING DIGITAL
MARKETING

ABOUT ME



Hello! My name is Maria and I want to share my story of building a digital marketing business that empowers women to succeed.

I started out just like many of you - stuck in an unfulfilling corporate job. I knew I was capable of so much more, but wasn't sure how to break free and chart my own course.

When I discovered the world of digital marketing and building my own online business, I realised this could be my path to freedom. I dove in headfirst, got the proper training and certifications, and slowly built up my own successful digital agency.

Now I get to make a great living doing work I love, all while enjoying flexibility and financial security. But most rewarding of all is being able to empower other women to find the same success and fulfillment.


ABOUT ME



I designed my digital products, courses, and coaching services to be the catalyst women need to transform their careers or launch their own businesses. I'm on a mission to help you break barriers, achieve your dreams, and inspire other women along the way.

You have so much potential - all you need are the right tools and mindset. I'm here to be your guide every step of the way. Let's rise together!

My story is proof that with resilience and belief in yourself, you can build an amazing career and life doing what you love. Join me in this journey of empowerment. The possibilities are endless when we lift each other up!



If I were to start
from zero here is
what I would do:



1.PICK A NICHE:

First, pick a niche or industry that lights you up. Make sure it's something you're genuinely interested in, because your passion will come through in the content you create.

Do some research to find inspirational people and brands crushing it in your niche. Study what they do well so you can model their success.

Clearly define who you want to serve and how you'll help them. Craft your brand identity and bio to speak directly to your ideal audience.

2.FIGURE OUT MY BRAND:

Determine the look and feel you want for your brand. Select visual themes, colors, fonts, etc. that reflect your vibe and industry.

Create branded templates for your website, social posts, ads, etc. Consistent branding boosts recognition, so make your visual identity shine.

3. MAP OUT CONTENT PILLARS

Identify the core topics and content areas you'll focus on. These pillars will guide your daily content creation.

Make an editorial calendar to map out posts for each pillar. Save relevant trending audios, hashtags, and engaging video ideas you can use.

Aim to create enough pillar content to post 1-2 times per day. Variety keeps people engaged!



4.CRAFT SHARE-WORTHY CONTENT

For every post, focus on how you can provide value to your audience. Inform, educate, inspire or entertain them.

Use compelling hooks in your captions to draw readers in and make them want to share. Tell stories and provide unique perspectives.

Respond to all comments and questions - this builds community. Be generous with free value to nurture leads.

5.PROMOTE YOUR OFFERS

Once you have an engaged, growing audience, you can monetize it by promoting:

- Digital products/services
- Affiliate offers
- Coaching/consulting
- Online courses

For ready made content you can check out [my website](#) which offers MRR courses and training that you can resell as you own.

The key is providing generous value upfront. Once you have authority and trust, your audience will be thrilled to purchase your paid offers to get even more of your expertise!



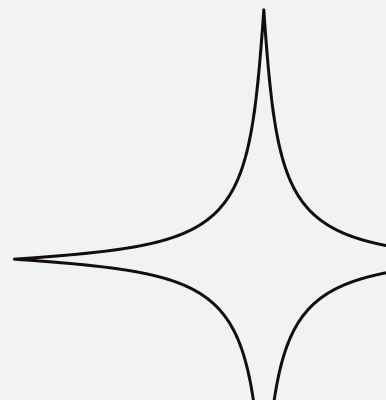
important tip

After I filmed the reels, I'd make sure to write captions that add value. I'd make sure every reel + caption has a hook and call to action. My goal is to get people engaging with my account. Each time I post, my goal is to think of my ideal client and how I can help them with this information.



A FEW EXTRA THINGS I'D ADD:

- 1** I'd create an email list and focus on getting people to opt into that. Email's get far more conversion than any social media platform.
- 2** I would create a free resource in Canva that I could give away. This could be a guide, ebook, PDF, or anything related to your niche. This is a great way to get people to opt into your email list!
- 3** Grab a done for you digital product that you can start selling right away! I have amazing options for you on my website. Start **HERE**



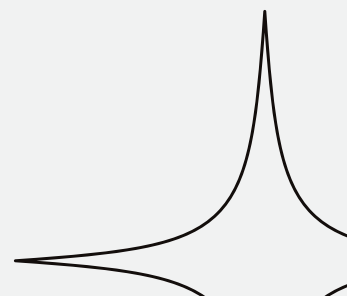
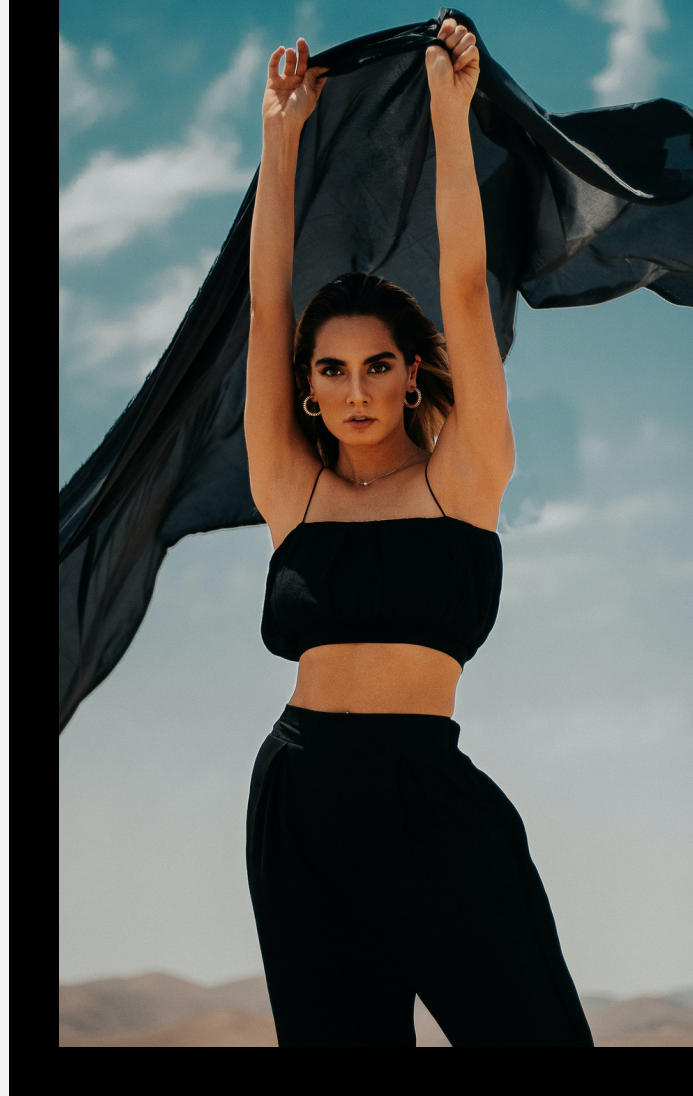


HOW TO CREATE ENGAGEMENT



HOW TO CREATE ENGAGEMENT

- 1** If your account is ready to go, now it's time to create engagement. You want to make sure to have a call to action in every post. This could be asking them to comment a specific word for your free resource.
- 2** Next, you are going to find other accounts in your niche and engage with them daily. As you do this, Instagram will push out your content to people following those other accounts.
- 3** Go interact with your ideal client. Now that you have your page ready to go, when they see your page there is a high probability they will follow! You can find these people through the search feature or explorer page on Instagram.





WAYS TO MAKE MONEY ONLINE

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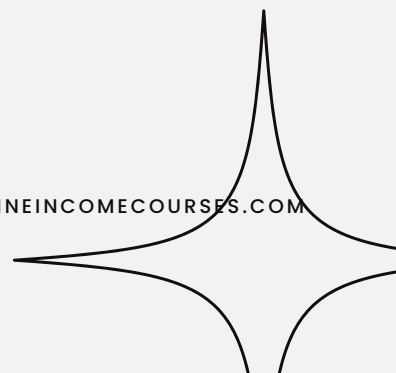
WAYS TO MAKE MONEY ONLINE

1 Start with digital products. This could be ebooks, courses, templates, PDF's, etc. You make 100% commissions when you sell digital products as your own. If you are new to the digital marketing world, I have a guide (or a course) that will teach you exactly how to get started!

You can resell both of these products for 100% commissions This is the beauty of “Done For You” Products! You can check them out here: **WHAT TO SELL**

2 Get affiliate links to the products and things you love. Find different products that work for your niche and grab an affiliate link with them. I have many I love!

3 You could offer coaching or some sort of online service. A lot of people offer one on one or group coaching and this is an excellent way to make money online



Conclusion and Next Steps

I know that this is just the beginning of an amazing journey for you. Make sure to keep following along on Instagram as I share daily tips that will help you grow your Instagram and business. If you would like more resources or done for you products, be sure to check out my store below! And as always, don't be afraid to say hello! Every message and comment is welcomed and appreciated!



[@ONLINE_INCOME_MARIA](#)

READY TO START ?

My online store

IF YOU ARE READY TO GET STARTED WITH DIGITAL MARKETING I RECCOMEND GRABBING ONE OF MY DONE FOR YOU PRODUCTS.

PAYMENT PLAN AVAILABLE IF YO NEED IT
(THAT'S HOW I STARTED