

Today's Training is Based on Questions Asked
Thank You for Your Input to the Survey

- This workshop was designed around your questions and the responses to our recent survey.
- I'm inspired by the expressed interest in learning more about creating digital workbooks, planners, and more.
- In your honor, I'm preparing additional workshops on:
 - *Creative ways to create calendars.*
 - *How to create & hyperlink digital planners.*
 - *Becoming an Etsy shop owner.*



D'vorah Lansky, M.Ed.

- I've been online, in the content creation space since 2007.
- Bestselling author of over 20 published books.
- Have created over 45 successful online training programs.
- Which I've taught to thousands of students across the globe.
- I love teaching people how to share their brilliance by creating content that serves them and their audience.



A Word About the World of Digital Planning

- Digital planners are becoming more popular than ever.
- They are beautiful and fun to make.
- People will pay more for digital planners than print planners.
- Learning how to create them can be a bit involved.
- But it's worth it, if you have a passion for this on your heart.
- You can take step-by-step courses on creating digital planners.
- Or you can invest in done-for-you resources that take the tech out.
- Take it one step at a time and see how things evolve.





How do I change and brand PLR content so I can sell it as my own? I just don't know where to begin.

- To sell PLR content from your website or online shop, begin by carefully reading the terms of use from the person you bought the PLR product from.
- Most products just require that you change the font color, if a color other than black is used – and then you add your name to it.
- Beyond that you could add a page about you, add a footer which lists your website address and add a marketing page.
- Be sure to read through the content and make adjustments or additions as needed. You may want to add your "voice."



You Can Use the PLR in the Format it Came In or You Can Repurpose it into a Variety of Products

A planner, for example... can be transformed into:

- A calendar
- A journal
- Course content
- A workbook
- Etc.

You can mix and match PLR content and add your own content.

What are the most preferred formats for workbooks and calendars?

- You have a lot of flexibility here. You can focus on what you want and like to create.
- Or you can create or use done-for-you content and create materials in a variety of formats. Multiple formats generates multiple income streams. You can create:
 - Paperback books on Amazon.
 - Downloadable printable planners and products.
 - Digital planner type products to view on digital devices.



Are Creating Sets Popular?

- *I'm creating a "Reset Goals & Vision Board" workbook to sell.*
- *As a bonus with purchase, readers will get access to a workshop to help them clarify their purpose and identify the main goal they want to complete during the last quarter of the year.*

To answer the question – YES, sets are popular...

- From the above you have a workbook and a workshop.
- You can transcribe the workshop and publish to Amazon.
- You can create a companion journal to help with focus.
- You can publish each season / year or as evergreen content.



I've heard some people say that they don't have a color printer so wouldn't purchase a colorful downloadable product. Is it better to create these digital products with limited color or are there people who will buy colorful, printable products?

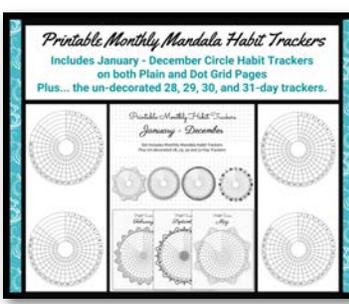
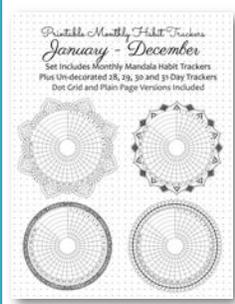
- It is common to offer both color and black and white versions for this very reason as ink is expensive.
- People love colorful products and in some case will invest the ink for a color-heavy product.
- Others will print key pages in color and other pages in BW.
- For wall hangings, colorful products are popular.



How do we get photos of our workbooks to use as display images for our Etsy Shop?

- You can create a simple cover image using PowerPoint, Keynote or Canva and that can form the foundation of your image.
- Export some of the slides as image.
- Here are some examples...







With all the people creating digital planners, while I do believe competition has value, do you feel that the market is starting to get a bit saturated?

- There are a lot of digital planners that look like a lot of other digital planners.
- You want your content to stand out from the crowd.
- Develop a unique design style.
- Or create unique and interesting types of digital “planners”



**Digital Planners Can Be Traditional Planners
And They can Also Be So Much More**

• Academic Planner	• Gratitude Journal	• Recipe Book
• Bullet Journal	• Journals: All Types	• Scrapbook
• Chores Tracker	• Life Planner	• Sticker Book
• Composition Notebook	• Lists Journal	• Study Guide
• Declutter Organizer	• Memory Keeper	• Teacher’s Planner
• Digital Diary	• Notebook	• Travel Journal
• Fitness Planner	• Notepad	• Wedding Planner
• Five Year Journal	• Productivity Planner	• Word Search Book
• Goals Planner	• Reading Journal	• Workbook

How can we to turn PLR print workbooks, planners, into digital ones?

- Great question – grin! And the focus for our course on *How to Transform Your Existing Content into Digital Workbooks*.
- To answer your question, in essence:
 - you export your content into an image format,
 - and then you bring those images into your digital file.
 - Divide the content into sections and add design elements.
 - Let me show you a visual...



Here's an Example of One of My Paperback Books Which has been transformed into a digital workbook.



Can people write directly in the digital planners?

- Digital planner are designed to be viewed from a digital device, such as an iPad, using a Notes app such as GoodNotes for Mac and IOS users or NoteShelf for Mac, IOS, PC and Android users.
- Once the digital planner file (typically a PDF file) is pulled into the app, users can “write” in the planner using a stylus or Apple pencil.
- There is a little bit of a learning curve in using these apps, however like with anything new, it takes a little time.
- Digital planners are attractive and fun and efficient to use.



What are some of the features of a digital planner?

- Visualize a paper planner, one that you'd get at a fancy stationery store which has section dividers, a beautiful cover and fun to write in pages.
- You can replicate the beauty for a digital planner, using programs such as PowerPoint, Keynote or InDesign.
- To get the tabbed section divider feature, you can add hyperlinks within the document which lead to specific pages in your planner.
- Hyperlinking a planner is easy to do – but can become quite complicated, depending on how many things you'll be linking.



Best Ways to Learn How to Create Digital Planners?

I have created a very simple linked monthly planner in PowerPoint and can figure out the rest I am sure. However, I am learning piecemeal via YouTube videos, Facebook, and various email and PLR items.

- There is much you can learn by searching videos online, there is also much to be said about investing in a course, with someone who has field-tested systems and will take you from A-Z to get you up and running.
- For PowerPoint: *Digital Planner Bonanza* with Di Heuser & Marian Blake. – ShareYourBrilliance.com/planner-bonanza
- For Keynote & InDesign: *Digital Planner Template Kit* with Michelle Rohr. – ShareYourBrilliance.com/planner-template



I think support with creating digital planners and printables etc., would benefit me tremendously.

I've been hearing this a lot and am considering a variety of options. Here are some of them – which appeal to you.

1. Additional digital planning related workshops.
2. Monthly training with support templates you can use.
3. A 30 or 60 day, hands-on, content creation challenge.
4. A group coaching program which offers individualized support and help with creating your products.



Where can I find templates that I can purchase, already in order, to create a unique planner quickly?

- There are many wonderful PLR resources for print products.
- I'll list some of my favorites on the following slides.
- PLR material can be used for printable and digital products.
- If you are asking where you can get a fully hyperlinked digital planner from, that you can add your content to...
 - These are harder to find, as you want them to come from a reputable source and they need to include Commercial Rights.
 - Here are a few high quality resources I'd recommend...



Done-for-You – Hyperlinked Digital Planners
Digital Planner Toolkit #13

Mel from The PLR of the Month Club

ShareYourBrilliance.com/done-for-you-digital



This gorgeous collection of digital planners come in a wide variety of different styles and colors.

Sell as is or add your logo, branding and content. Has 22 tabs and 100+ inter-linked pages.

Done-for-You Digital Planner Foundation Kit

Sue from Createful Journals

ShareYourBrilliance.com/foundation



Use these Digital Planner Foundation Kits as a base point (foundation) to build your own customized planners.

You get 13 editable PowerPoint files, so you can easily re-brand this content and use it as your own.

**Done-for-You Hyperlinked Digital Planners
On a Variety of Topics**

Di from PLR Planners
ShareYourBrilliance.com/plrplanners



**We Received Several Requests for Recommended
PLR Journal and Planner Resources**
Resource Guide Coming Soon

Name	Journal & Planner Resources	D'vorah's URL to These Resources
Sue Fleckenstein	Creatiful Journals	ShareYourBrilliance.com/creatiful-journals
Becky Beach	PLR Beach	ShareYourBrilliance.com/plrbeach
Melody Wigdahl	PLR of the Month Club	ShareYourBrilliance.com/plrclub
Di Heuser	PLR Planners	ShareYourBrilliance.com/plrplanners
April Lemarr	Niche Starter Packs	ShareYourBrilliance.com/niche-starter-packs
Jenn Brockman	Planning Addicts	ShareYourBrilliance.com/planning-addicts
Julie Coffman	Publish Low Content Books	ShareYourBrilliance.com/academic-calendar
Ruth Bowers	Ritchie Media	ShareYourBrilliance.com/ritchie-media
Carmen Chan	Simply Couture Designs	ShareYourBrilliance.com/desjms
Lynette Chandler	Thrive Anywhere	ShareYourBrilliance.com/thrive-anywhere

What is One Thing You Learned Today?



Here Are Your Action Steps



- Review your notes or go through the slide handouts and jot down 3 things you'd like to take action on.
- Open up your calendar and schedule times to focus on these action steps.
- Go for it and have fun!
- Learn as you go along and before you know it, you'll be a pro!

Notes

Here's to Your Success