



---

---

---

---

---

---

---



---

---

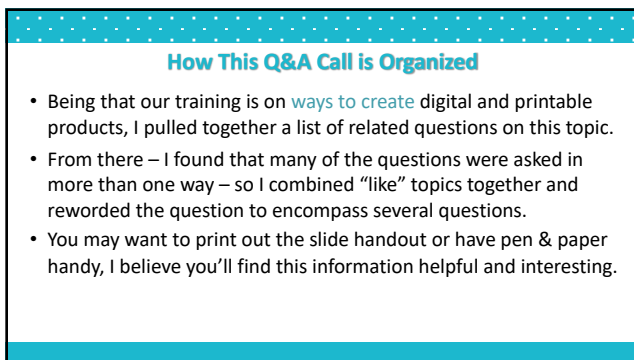
---

---

---

---

---



---

---

---

---

---

---

---

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...



---

---

---

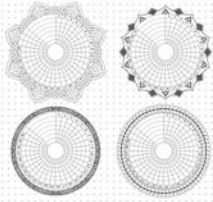
---

---

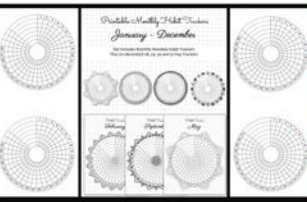
---

---

Printable Monthly Habit Trackers  
January - December  
Set Includes Monthly Mandala Habit Trackers  
Plus Un-decorated 28, 29, 30 and 31 Day Trackers  
Dot Grid and Plain Page Versions Included



Printable Monthly Mandala Habit Trackers  
Includes January - December Circle Habit Trackers  
on both Plain and Dot Grid Pages  
Plus... the un-decorated 28, 29, 30, and 31-day trackers.



---

---

---

---

---

---

---




---

---

---

---

---

---

---

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](http://ShareYourBrilliance.com/planner-bonanza)
- For Keynote & InDesign: *Digital Planner Template Kit* with Michelle Rohr. – [ShareYourBrilliance.com/planner-template](http://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](http://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](http://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](http://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          | <a href="http://ShareYourBrilliance.com/creatiful-journals">ShareYourBrilliance.com/creatiful-journals</a>   |
| Becky Beach      | PLR Beach                   | <a href="http://ShareYourBrilliance.com/plrbeach">ShareYourBrilliance.com/plrbeach</a>                       |
| Melody Wigdahl   | PLR of the Month Club       | <a href="http://ShareYourBrilliance.com/plrclub">ShareYourBrilliance.com/plrclub</a>                         |
| Di Heuser        | PLR Planners                | <a href="http://ShareYourBrilliance.com/plrplanners">ShareYourBrilliance.com/plrplanners</a>                 |
| April Lemarr     | Niche Starter Packs         | <a href="http://ShareYourBrilliance.com/niche-starter-packs">ShareYourBrilliance.com/niche-starter-packs</a> |
| Jenn Brockman    | Planning Addicts            | <a href="http://ShareYourBrilliance.com/planning-addicts">ShareYourBrilliance.com/planning-addicts</a>       |
| Julie Coffman    | Publish Low Content Books   | <a href="http://ShareYourBrilliance.com/academic-calendar">ShareYourBrilliance.com/academic-calendar</a>     |
| Ruth Bowers      | Ritchie Media               | <a href="http://ShareYourBrilliance.com/ritchie-media">ShareYourBrilliance.com/ritchie-media</a>             |
| Carmen Chan      | Simply Couture Designs      | <a href="http://ShareYourBrilliance.com/desjms">ShareYourBrilliance.com/desjms</a>                           |
| Lynette Chandler | Thrive Anywhere             | <a href="http://ShareYourBrilliance.com/thrive-anywhere">ShareYourBrilliance.com/thrive-anywhere</a>         |

---

---

---

---


---

---

---

---

**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



---

---

---

---

---

---

---