



Create Printable Products for Fun & Profit

Discover the Possibilities Printables Provide with D'vorah Lansky, M.Ed.



What You'll Learn in This 4-Module Course

1. Discover the Possibilities Printables Provide

2. Design and Create Printable Products for Your Audience

3. Find Out How to Transform Digital Content into Physical Products

4. Design a Workbook or Journal to Enhance Your Life or Business


Today's Focus: Discover the Possibilities Printables Provide

D'vorah Lansky, M.Ed.

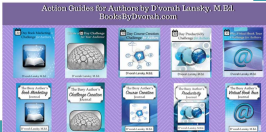
• Bestselling author of over 20 books on online book marketing and course creation.

• Since 2007 I've created over 40 online training programs, which I've taught to thousands of authors across the globe.

• I've built a solid business around my books and love teaching those strategies to others.



Author's Guide for Authors by D'vorah Lansky, M.Ed.
Book-BizDiva.com



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What We'll Cover

- What "Printables" Are
- How You Can Benefit by Producing Them
- Things You Can Do with Printables
- Examples of Printables
- How to Get Ideas for Printable Products
- Action Steps



What Printables Are

Printables are typically items that are created on your computer that can be downloaded and printed out.

For Example:

- **You can create** checklists, worksheets, planner pages, eBooks, journals, workbooks and marketing materials, etc.
- **Using software like:** Word, Pages, PowerPoint, Keynote or Canva.

Printables also refers to digital art products that people can download and print off such as: Word Art, Digital Illustrations, Stationery, etc.

How You Can Benefit by Producing Printables

- **You can create an income stream:**
by selling printables via an online shop or your website.
- **You can expand your credibility** and your book or course sales by providing knowledge based handouts and worksheets.
- **You can grow your list of email subscribers:**
by offering an opt-in gift.
- **You can create physical products:**
by uploading printable artwork to Print-on-Demand websites.



Things You Can Do with Printables

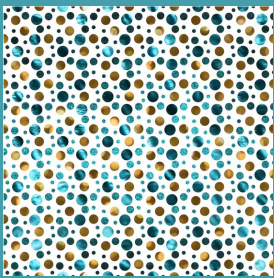
- Sell them
- Gift them
- Use them for your personal use
- Include them as handouts for your online courses
- Turn them into physical products or books
- Etc.

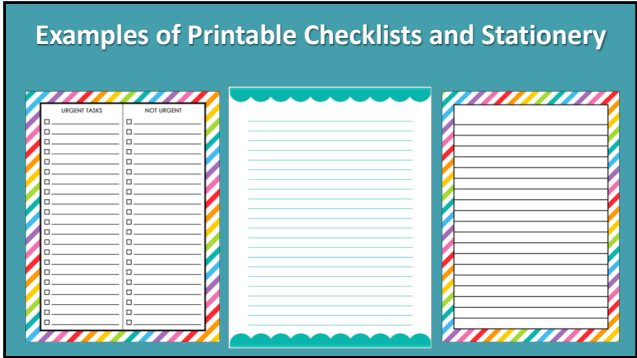
Ways to Sell Printables

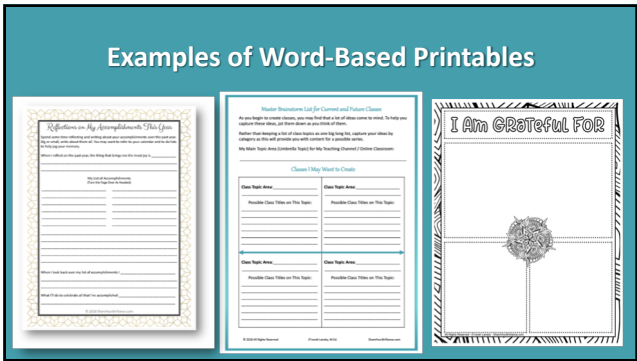
- From your blog or website,
- From an online eCommerce shop such as Etsy,
- From a print-on-demand site where you can turn your digital products into physical product to sell online or ship.



Examples of Printables













When Creating Digital Art
You Don't Have to Create the Artistic Assets Yourself

You can purchase the commercial rights to premium graphic design resources:

- Digital Papers
- Quote Art
- Clip Art
- Illustrations
- Flourishes
- And more

Examples of Printables

Worksheets & Checklists	Opt-In Gift	Digital Art & Patterns
<input type="checkbox"/> Top Tips Worksheet	<input type="checkbox"/> Ten Tips for _____	<input type="checkbox"/> Digital Wall Art
<input type="checkbox"/> Planner Pages	<input type="checkbox"/> Your Success Quotes	<input type="checkbox"/> Bookmarks
<input type="checkbox"/> To-Do Lists	<input type="checkbox"/> 7 Strategies to _____	<input type="checkbox"/> Patterns for Stationery
<input type="checkbox"/> Step-by-Step Checklist	<input type="checkbox"/> Take-Action Checklist	<input type="checkbox"/> Illustrations
<input type="checkbox"/> Course Action Pages	<input type="checkbox"/> Fill-in-the-Blanks Plan	<input type="checkbox"/> Digital Patterned Paper
<input type="checkbox"/> Recommended Reading	<input type="checkbox"/> Resource Guide	<input type="checkbox"/> Artwork for Products

Search Your Computer Hard Drive for Content to Use for Worksheets, Checklists, Top Tips Sheet and More

Gems on My Hard Drive

☐ _____
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What Kind of Printables Would You Like to Create

Worksheets & Checklists	Opt-In Gift	Digital Art & Patterns
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
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<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____

How to Get Ideas for
Printable Products You Can Create

- You can get a lot of ideas for types of printables you can create by seeing what other people are creating.
- You want to use these ideas as inspiration (not to plagiarize).

Using the search term “Printables” search for products on:

- Etsy
- Pinterest
- Google



Search Etsy and Pinterest & Jot Down Inspiring Ideas

Ideas from Etsy	Ideas from Pinterest
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____

Virtual Field Trip

Let’s Research Examples of Printables
On Etsy and Pinterest



What Types of Products Can You Envision Creating?



What Intrigues You About the Possibilities with Printables?



Action Steps

- Make a list of types of printables that you'd like to possibly create.
- Schedule a time to explore Etsy and Pinterest.
- Schedule time to create a printable item or product.
- Consider scheduling recurring weekly times in your calendar to continue to create printables for fun or profit.