

The

MWMM

ACADEMY

And Strategy Guide

ABOUT MWM



Welcome to MWM.

It's Ben and Marc here.

You probably know us from TikTok or Instagram.

What most people don't know... We are 2 pretty normal guys, who just decided to make a change.

Sorry to disappoint you, but no, we're not going to yap about a made-up story on how we went from working a 9-to-5 and being completely broke to making millions online.

No one cares about that sh*t.

We all know how life works.

We need money to live a life in freedom.

So let's not waste any more time and get right into it.

(ps.: We actually do make a fortune online, but who cares. This guide is to teach you something, not to prattle about our success)

THE MWM STRATEGY

I'm sure you've heard about these business models and seen gurus all over the internet trying to convince you how you will become a millionaire overnight if you buy their overpriced course about one of these businesses.

But in reality, these business models are not ideal at all and especially not beginner friendly.

DROPSHIPPING

HARD

~\$4000 start-up capital
Hard required skills
~20% profit margin

SMMA

VERY HARD

~\$1000 start-up capital
Tons of experience required
~70% profit margin

CLOTHING BRAND

EXTREME

~\$7000 start-up capital
Years of experience required
Multiple skills required
~20% profit margin

TRADING

IMPOSSIBLE

~\$10000 start-up capital
Extreme competition
Years of practice required
unpredictable profit margin

MWM Strategy/ Digital Dropshipping

EASY FOR PEOPLE WITH DISCIPLINE AND DEDICATION

Close to \$0 start-up capital

Few required skills or experience

100% profit margin

**The main principle of the MWM Strategy is simple,
yet very effective.**

In short, it consists of dropshipping and selling digital products through social media. In this guide you will learn step by step how to do that - to build your own faceless brand on social media, find a winning product, create your own store and then market your digital product.

A huge advantage of this strategy is that you have almost no fixed expenses. You don't have to spend money on advertising because all your traffic comes from organic content and you don't have any shipping and product costs either, because you only need to get your digital products once and then resell them an infinite amount of times at no additional cost.

THE FRAMEWORK

● YOUR SOCIAL MEDIA

- PICK YOUR NICHE
- BUILD YOUR BRAND
- CREATE YOUR CONTENT
- START TO POST
- HANDLE ISSUES

● YOUR PRODUCT

- FIND A WINNING PRODUCT

● YOUR FUNNEL

- SETUP YOUR STORE
- CREATE YOUR FUNNEL

● YOUR SUCCESS

- YOU MADE IT :)

1

**YOUR
SOCIAL
MEDIA**

YOUR SOCIAL MEDIA

Step 1.1

PICKING

THE

NICHE



Info

A niche in digital marketing is a specific group of people interested in a particular topic or product.

This will be your target audience.

When we picked the niche to go for the MWM Strategy, many factors came into play. By testing out multiple niches and considering all different aspects defining a good niche, we found the perfect niche for our purpose.



So what's the best niche?



And Why? ↓



Scalability

When choosing a niche, we have to consider the potential purchasing power of the target group. Certain niches that deal with high-quality topics have a significantly higher potential to sell to your viewers.

That's why the MWM Strategy focuses on the Wealth/Business and Mentality/Discipline niche.

Potential Audience

Another important aspect to consider is the size of the target group in your niche. The more specific your niche is, the smaller your audience will be. As our goal is to reach as many viewers and potential customers as possible, we want our target audience to cover a wide percentage of people. The Mentality and business niche is perfect for that case.



Passion

Working in a niche that you are genuinely interested in, makes your work a lot easier and helps you throughout the entire process, as you can implement your own knowledge and passion.

YOUR SOCIAL MEDIA

Step 1.2

BUILD

YOUR

BRAND

Faceless Shadow Page

If you thought, you HAVE TO show yourself on social media... I have news for you.

Faceless pages allow you to build an online presence and make money WITHOUT revealing your identity or face.



Why faceless?

- You don't have to show yourself on camera
- You can prioritize your privacy
- With AI, stock images/videos or the premium clips folder you don't even have to film your videos yourself
- No pressure, no need to maintain a personal public presence
- Stealth-mode: NO ONE will know it's you. You don't have to worry about your family or friends finding out about your business. But imagine their faces in a few months when you reveal you made 10k online.



SHOULD YOU SHOW YOUR FACE OR NOT?

This is also a personal preference.

If you have no problem to step in front of a camera and build your personal brand on social media

–Perfect, go for it.

If you're rather a bit shy or you just don't want anyone to find out about your business

–Also perfect, let's start faceless.

Both ways work just as fine and have huge potential to bring in a massive income, but more details on how to choose your option follow now:

Faceless vs. Personal

Faceless Brand

- Beginner-friendly
- Harder to build trust with followers
- Easy to go viral

Personal Brand

- Experience required
- Stronger connection with followers
- Skills required

A few factors come into play when deciding whether you want to run a faceless shadow page or show your face and start a personal brand. Both options have certain advantages and disadvantages, but as it's a lot easier to build a big audience in a short period of time without a lot of experience with a faceless page, the MWM Strategy focuses on teaching you this method.



Growth wise,

it's easier to convert a stranger to a follower with a faceless page.

Monetization wise,

it's easier to convert a follower to a paying customer with a personal brand.

WHY?

Because it is hard to build trust and a strong connection to your viewer with a faceless page.

But exactly that is very important when it comes to turning your viewer into a paying customer.

So let me show you how you will be able to create that connection anyways, even with a faceless page.

Branding

Branding plays a very important role when it comes to building trust with your audience and creating a recognition value.

Especially when starting a faceless page, this is even more important as you don't create an image automatically by showing yourself to the viewer.

Let your audience know who you are and make them remember your image.



Part of this step is also to create your Instagram and/or TikTok account.

These four aspects play an important role while doing that:

- **Your Name and Logo**
- **Your Instagram and/or TikTok Bio**
- **Your Color Scheme**
- **Your Fonts**

All of these things help to create a certain image that viewers identify with and recognize. This will help you stand out from other creators in your niche and create a stronger connection with your viewers. So keep these things in mind when creating your page, as well as when creating content afterwards.

Also, remember that you can always ask for help in the MWM Academy when needed.

YOUR NAME & LOGO

Keep in mind when creating:

1. Keep it simple.
2. match it with your niche and content (mentality/business), so keep it clean and make it professional. Simplicity is key.
3. Always create your logo with a transparent background, as you might want to use it in your videos or posts, where a background is unwanted. The most common file-type is a PNG, so make sure you get that right.

There are many different ways how you can create your logo:

1. Design it yourself (e.g.: photoshop, gimp (free version))
2. Pay a freelancer to create one for you (for example on Fiverr)
3. Create a simple one with a free website (e.g.: design.com, wix.com)

YOUR BIO

1. **Make it clear what your page/brand is about** and what its message it delivers. In our case, it's the drive of becoming the best version of yourself.
2. Instantly **show the viewer what value you have to offer** and why the viewer should follow your page.
3. Most Importantly: **Add your products.**
 - Link your product in your bio. How exactly you set up your products and store and all that stuff is explained in detail later in this guide.
 - Or you tell the viewer to message you a keyword like "start" to which you then later on reply and message him the link yourself (as I said, we'll go into detail later)

p.s. You can find inspiration in my profiles or ask for feedback on your bio in the MWM Academy.

YOUR COLOR SCHEME

As our niche is about rather professional and serious topics, you should choose a **Monochromatic color scheme** — A monochromatic color scheme uses different shades and tints of the same color. This type of color scheme is simple and elegant, perfect for a more unified and cohesive look. For example, a business that sells minimalist or high-end products might use a monochromatic color scheme of black and white. Monochromatic schemes are seen in brands like Apple (black & white), Chanel (black & white), and Tiffany & Co (turquoise).

Here are some tools that might help you when choosing your color scheme:

- colorhunt.co
- colors.co

Use this color image in all your posts and profiles.

YOUR FONT

To create a clear image of your site or brand, it is also important to choose a **uniform font that you use in all posts.**

The easiest way of choosing a font you can easily reuse whenever you create a post is to select one of the provided fonts in your editing software. The one that I'd recommend you use is Cap Cut. You will have a large selection of different fonts and styles.

A few of the ones I'd recommend, that also match the mentality/business niche, are...

- Cinzel
- Sequel
- Unbounded

YOUR SOCIAL MEDIA

Step 1.3

CREATE

YOUR

CONTENT

Basics

Curate your feed

Before you start posting, it is important to let the algorithm know your niche so it can target your audience better. At the same time you'll be able to find inspiration for your own content as well. Make sure your For-You-Page is full of videos similar to yours.

Content that resonates with your audience

Making content that truly connects and speaks to your audience is key. Even without showing your face, your content should speak directly to the needs, interests and problems of your target audience. Think about scrolling through social media and suddenly there's a video grabbing your attention. You feel like it was directly made for you. THIS is how your audience should feel. When your audience feels that your content is valuable and relevant, they are more likely to engage with it, share it, and become loyal followers. This connection builds trust and credibility, essential for converting followers into customers.

Powerful hook

Grab attention in the first few seconds. Make your viewer curious instantly. To create a captivating hook on social media, start with a bold, attention-grabbing statement or question that taps into your audience's emotions or curiosity.

Captivating Caption

Your caption is more important than you think. If you manage to include a lot of interesting and valuable information in your captions, you can captivate viewers and thus increase the watch time of your videos. In addition, it can be very useful to include numerous keywords that match your content to make it easier for the algorithm to convey the content of the video, resulting in the video being played to the right target group.

Call To Action

Tell the viewer what to do next. Be clear and direct with instructions, whether it's to like or comment a specific keyword to guide them trustworthily to your products. How exactly CTAs can be used to increase your sales, is explained in detail in the "Funnels" section.

Of course, in the very big niche of mentality and business you have many different options to form your content.

In the following sections we are going to present to you 3 most successful and easiest styles of creating content in that niche. You can easily follow any of these step-by-step guides and choose which one resonates with you. All of them are proven to work great and still have huge potential.

STANDARD PROCEDURE

Curate your feed

Follow, like and share creators and posts in your niche that are similar to your content.



Find inspiration

Look for videos from these creators that have already gone viral. If a video goes viral once, it can always do a second time.



Recreate

After doing some research and saving many of your competitors viral videos, you stack up a whole bunch of proven-to-go-viral videos in our niche.

Then, it's time to use these videos as inspiration and recreate them using your own style (recreate ≠ copy).



Use the viral content ideas to grow your account and reach your target audience.

Experiment and implement your own ideas later, after having built an audience and gained experience already.

Content Strategy 1: Mentality Clips



Search for keywords that represent our niche. This could be something like “David Goggins”, “motivation”, “mentality” or “discipline”.

You will find other pages, videos and creators that produce similar content as you.

But as you know, this high competition isn't necessarily a bad thing.



Inspiration Accounts:

@niromotivation (TT)

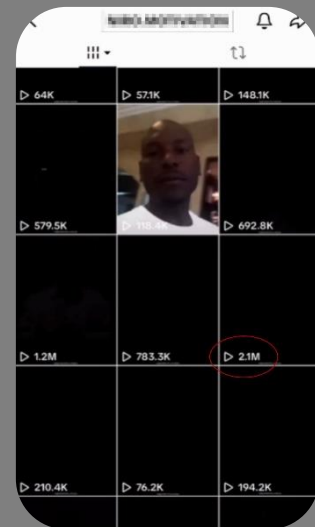
@just4motivation1 (TT)

@elevatestart (TT)

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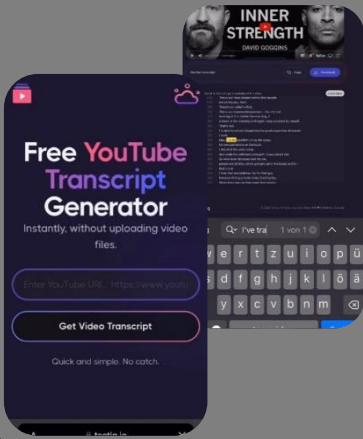


Look through various different competitors and their accounts. Search for videos that stick out and gained more views than their average video. In this example, the page averages a couple hundred k per video. One video sticks out with 2.1 million views. These are the type of videos you want to be looking for. Find multiple of these “proven-to-go-viral” videos and save them in your library.



If you found a lot of viral clips, it is now time to go ahead and create your own first video. We will do that by using the same clips used in the viral videos, so the first step is to find the original source of those clips. Most of the time its origin is a podcast or interview, so to find it, we head over to YouTube. It may take a while to find the right video, but you will get better and quicker at this process after having done it multiple times.





These videos can be a few hours long. So you don't have to go through the entire video to find your clip, you can use this strategy:

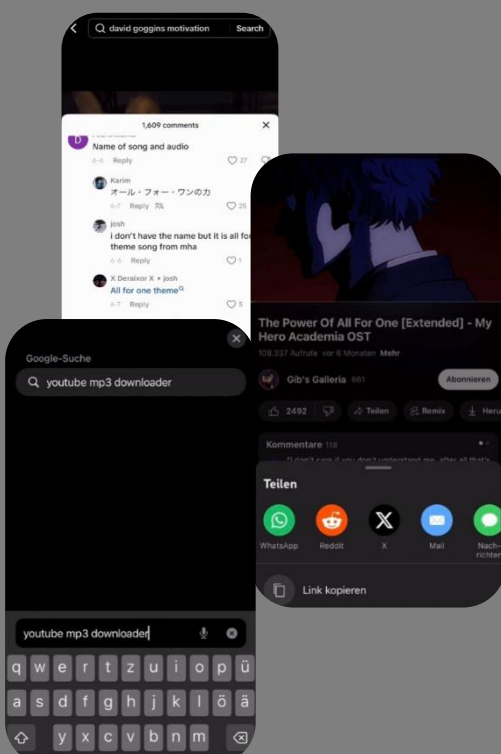
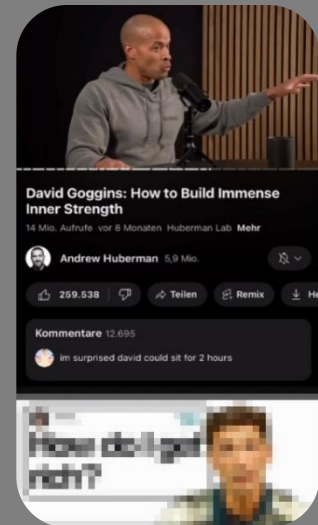
Go to tactiq.io/tools/youtube-transcript and paste the link of the youtube video.

Now, using the in-browser-search-function, you can search for keywords used in the clip you want to find to receive the timestamp where your clip is located in the video.



After finding the right timestamp, head back to YouTube and scroll to exactly that point in the video. If you found the right clip, simply screen record it with your phone and get the raw clip you can afterwards use yourself in your own videos.

Instead of going through this procedure every time, you can also download over 1000+ premium high-quality clips by accessing the folder through your account dashboard on [the MWM Website](#).

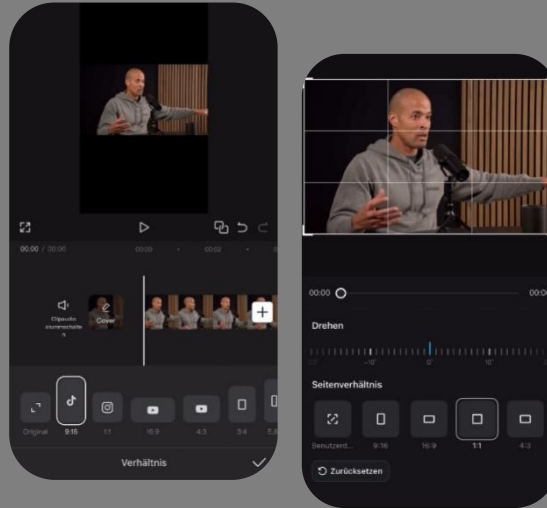


The last preparation that needs to be done before editing your video, is finding a good audio. You can once again either look for a matching audio in [the premium clips folder](#) or follow these simple steps to find your own:

1. You can often find good audios in comment sections.
2. Search for the audio's name on YouTube and copy the link.
3. Google any free YouTube mp3 (audio) downloader, choose one, paste your link and download your audio file. Use for example v2.youconvert.net.

After collecting all your clips and audio, it's time to start editing.

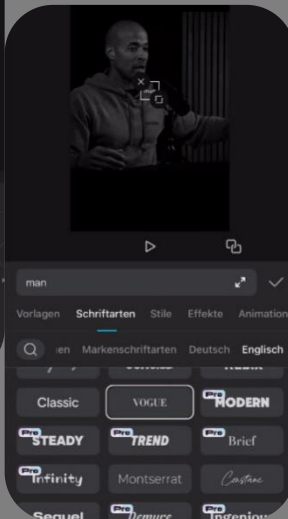
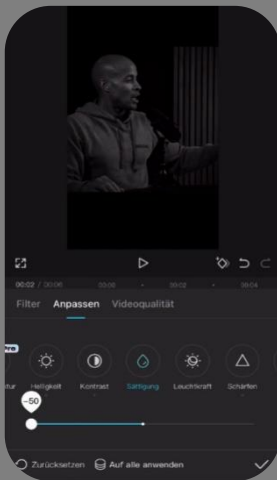
The first thing to do is setting your video ratio to 9:16. You can also additionally adjust the format of your clips, but make sure that they all have the same size.



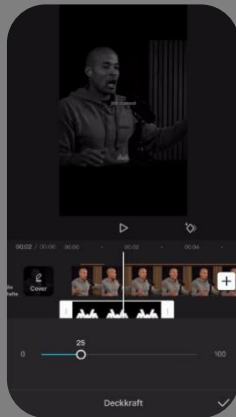
I recommend using Cap Cut as an editing software, as it's easy to use for beginners and offers a lot of tools for free.



The next step is to implement your style while basically editing the whole video.



1. Adjust the color and other settings.
2. Add text (use your font). This could be one single word or subtitles (note: this function requires Cap Cut pro)
3. You can also additionally add your logo. Don't make it too big, you could place it at the bottom or reduce the opacity to make it more appealing.



Try to create a certain atmosphere in your video. Cut the clips as much as possible to avoid long pauses. Implement your own unique style (in this example a simple black & white). Choose the clips you use in the same video wisely. They should match in content and energy and convey the same message.



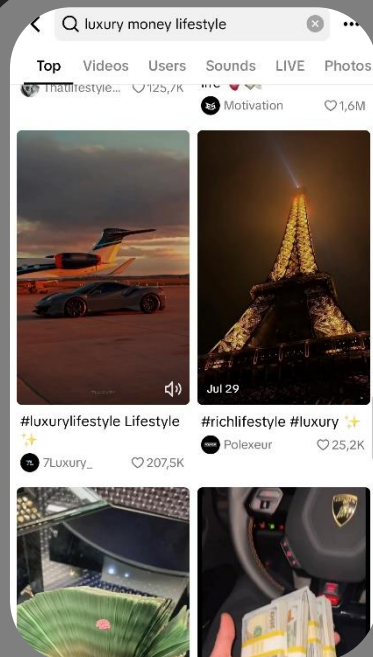
The last step is adding your audio. Sometimes it's useful to "edit your clips to the audio", to match cuts with the music. In that case you'd need to add the audio already earlier.

Find the audio file you downloaded earlier. You can easily add it onto your Cap Cut timeline by clicking "share" -> "Cap Cut".

After cutting it to the length of your video and checking for any mistakes, your video is all set and ready to be exported.



Content Strategy 2: Luxury Clips



Search for keywords that represent our niche. This could be something like “luxury lifestyle”, “money aesthetic” or “rich lifestyle”.

You will find other pages, videos and creators that produce similar content as you.

But as you know, this high competition isn't necessarily a bad thing.



Inspiration Accounts:

@7luxury_ (TT)

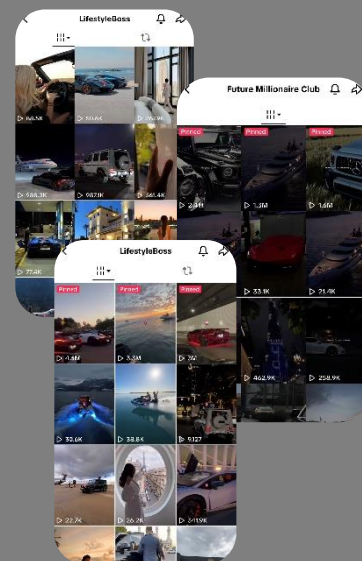
@future.millionaire_club (TT)

@lifestyleboss321 (TT)

→ more in MWM Academy

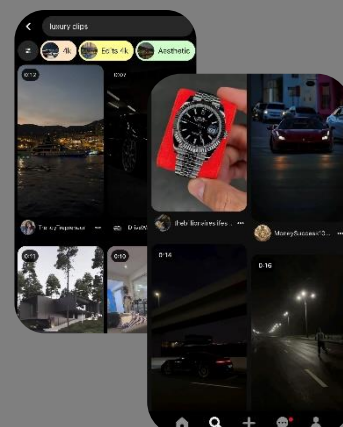


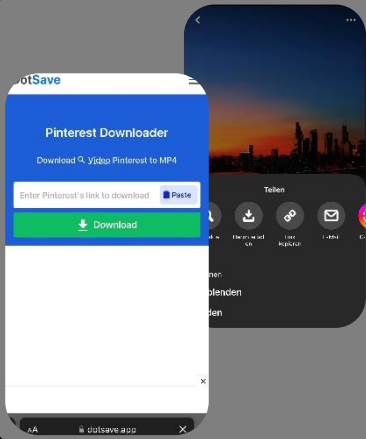
Look through various different competitors and their accounts. Search for videos that stick out and gained more views than their average video. These are the type of videos you want to be looking for. Find multiple of these “proven-to-go-viral” videos and save them in your library. Most of these videos have the same style and are kept simple. Understand their basic structure and what clips are used.



If you found a lot of viral clips, it is now time to go ahead and create your own first video. We will do that by using the same clips used in the viral videos, so the first step is to collect and download as many “raw”, unedited video clips you can use yourself.

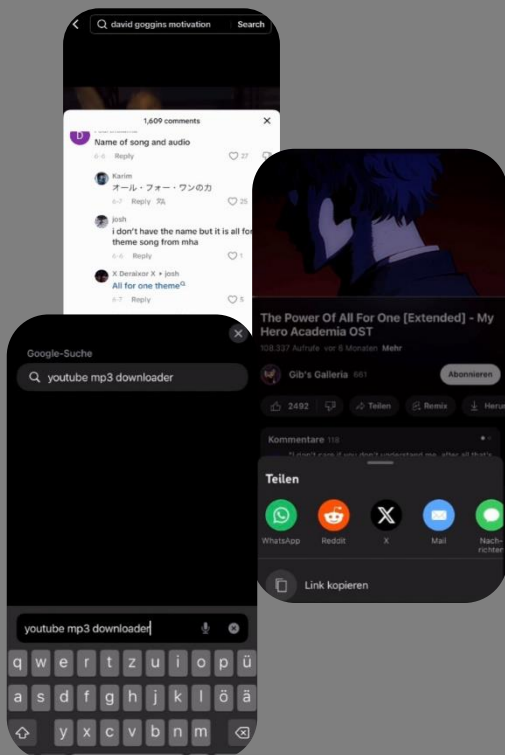
Most of these clips can easily be found on Pinterest. Simply search for keywords like “luxury clips”, “money aesthetic” or “luxury cars” and you'll find what you need. Alternatively, you can also download over 500+ high quality luxury clips from [the premium clips folder](#).





If you need more clips additionally to the provided ones, you can download high-quality clips on Pinterest. To access the clips without a watermark, copy the link of the clip and paste it into a pinterest-mp4-downloader. The one that I'd recommend is dotsave.app.

Do that with as many clips as possible and remember to not use the same clips in all your videos.

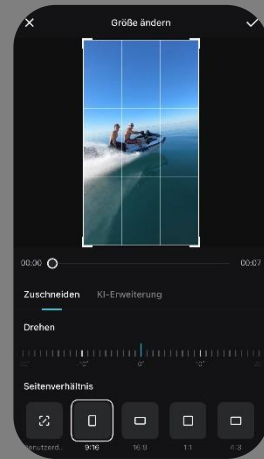
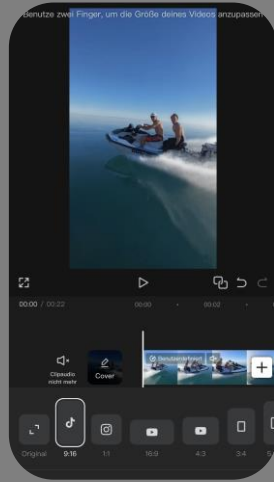


The last preparation that needs to be done before editing your video, is finding a good audio. You can once again either look for a matching audio in the clips folder or follow these simple steps to find your own:

1. You can often find good audios in comment sections.
2. Search for the audio's name on YouTube and copy the link.
3. Google any free YouTube mp3 (audio) downloader, choose one, paste your link and download your audio file.

After collecting all your clips and audio, it's time to start editing.

The first thing to do is setting your video ratio to 9:16. You can also additionally adjust the format of your clips, but make sure that they all have the same size.

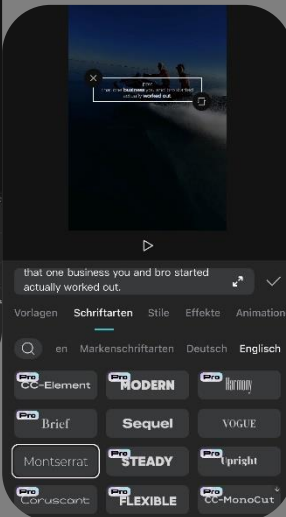
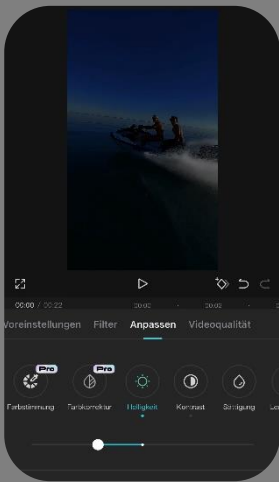


I recommend using Cap Cut as an editing software, as it's easy to use for beginners and offers a lot of tools for free.



The next step is to implement your style while basically editing the whole video.

1. Adjust the color and other settings.
2. Add text (use your font). This could be one single word or subtitles (note: this function requires Cap Cut pro). In this editing style, the video clips mostly function as a background, reflecting the lifestyle. The text should be appealing and match the clips shown in the background.



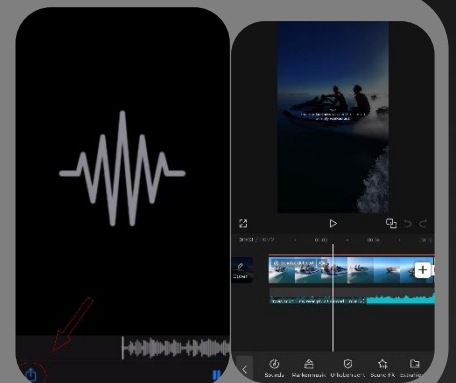
Try to create a certain atmosphere in your video. Cut the clips as much as possible to avoid long pauses. Implement your own unique style (in this example a simple black & white). As these type of videos include no speech in most cases, you can keep the video length shorter than for example the mentality videos.



The last step is adding your audio. Sometimes it's useful to "edit your clips to the audio", to match cuts with the music. In that case you'd need to add the audio already earlier.

Find the audio file you downloaded earlier. You can easily add it onto your Cap Cut timeline by clicking "share" -> "Cap Cut".

After cutting it to the length of your video and checking for any mistakes, your video is all set and ready to be exported.



Content Strategy 3: Money Education

This strategy gives you a little more openness and creative freedom, which is why it should rather be used by more experienced and skilled people. You could also begin with strategy 1 or 2 and additionally start this one as well. It would actually even function very well to combine this strategy with one above (in one and the same page).

As you create the content yourself, including filming the video material, the strategy can be executed in different ways. Because of that, you can even decide whether you want to show your face or not. Both variants work perfectly fine.

By understanding the main principle and checking out these inspiration accounts, you should be able to master this strategy easily and make tons of sales, applying the already acquired knowledge.

Inspiration Accounts:



@digitalwith.aj (IG)

@criscatalyst (IG)

@sfclex (IG)

@creatorandy (IG)

The Basic Principle

The main principle of this strategy is to deliver value by providing your viewers with tips and instructions on how they can develop personally and, above all, be more successful in business.

The biggest advantage of this strategy is that it allows us to reach our perfect target group. By you giving advice on how to grow a business and make money, you reach people with exactly the problem that your product solves: How to make money online. This results in more sales per views, as these people can be turned into customers a lot easier.

However, these videos should provide actual value and not be scam. Just like this product. That's why I recommend to not start using this method unless you've actually made money online before and know what you're talking about.

Another huge advantage that this strategy comes with is the easy transfer from the content of your videos to selling your product/solution. The value that you provide in these videos should always ultimately lead to you providing a solution to your viewer and selling him that solution. But how exactly that works, is explained detailed in the section "closing strategies".



How to Start Business in 24hrs

Idea? - ChatGpt

Name? - Namelix

Website? - Framer

Domain? - GoDaddy

Service? - Digital Product

Payments? - Stripe

Marketing? - Instagram

Automation? - Manychat

How to Become Financial Free
in Next 45 days

How to start Selling Digital Products in 2 days



please note:

All the strategies presented are just there to give you inspiration and to introduce you to different possibilities to broaden your horizons.

Ultimately, you should find your own personal concept that suits you best and defines your brand.

YOUR SOCIAL MEDIA

Step 1.4

START

TO

POST

Before you start posting...



By now, your account should be created and lined with your branding. Name, logo and other aspects should be clearly prepared. You should also have a clear idea of your content. Which niche you are targeting and what your ideal audience is, but also what exactly your videos or posts will look like.

Now that your account is fully set up, it's finally time to start posting. However, there are a few small things to consider beforehand. First and foremost, it is important that you have warmed up your account properly. Before your first post, your account should be at least 3 days old. How to curate your feed has already been explained. Do this in any case, as this will tell the algorithm your target group and also signal to the security checks that you are not a bot.

When you start posting...

...you should already have created multiple videos so that you don't "go into battle unarmed". Always have a few videos prepared in advance so that you always have one ready in an emergency and can remain consistent.

Staying consistent - that is the most important thing, especially at the beginning. From now on, post at least 1-3 videos every day.

This may sound hard, but trust me, this is the only way to succeed on social media nowadays. The competition is simply far too fierce for even lazy people to succeed. As I said, the MWM Academy is not for everyone. But we are convinced that you too will manage to persevere and thank yourself in the end. Incorporate video creation into your daily routine, make it a simple habit and soon constant posting will no longer be a problem.

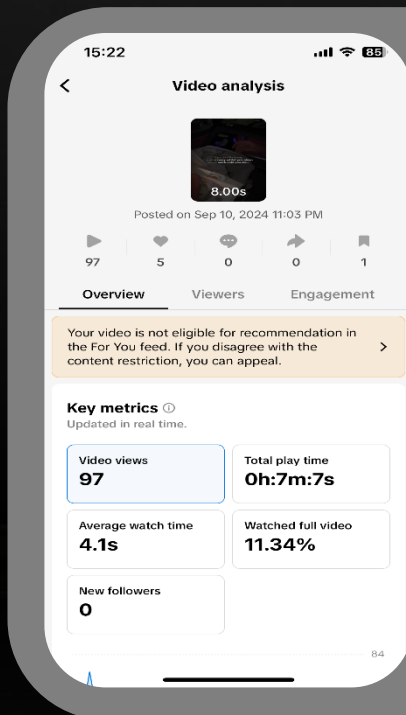
YOUR SOCIAL MEDIA

Step 1.5

**HANDLE
ISSUES**

Why does this happen?

When starting a new account, you will face multiple problems and obstacles that you'll have to overcome. Most of these occur because of TikTok or Instagram's safety measures that take action against bots or low-quality creators, for example. The only reason these problems affect you too, is because the platform is testing you. It's about finding out whether you can hold your own as a creator and whether you actually have the dedication and will to keep posting consistently, even when problems arise. It is therefore particularly important, especially in these phases, not to give up, to keep posting and to resolve the problems as quickly as possible.



Video Not Eligible For The Fyp

If your Video gets less than 100 views, it is probably not eligible for the for-you-page. You can check whether this happened to your post in the video analysis.

The reason for this occurrence is because TikTok considers your video to be "unoriginal or poor quality". In most cases it's because you're using clips in your videos that have been used by others before already. TikTok now believes that you stole or copied the entire video from another creator, which leads to it getting banned from the fyp.

In some cases, especially in the first month after starting a new account, this might also happen randomly to any video.

Fortunately, there are multiple ways to fix this problem, since it is not uncommon.

SOLUTIONS

Modify The Clip

To prevent TikTok's systems from noticing that the clip in your video is not yours, you need to change it a little to distinguish it from the versions already in use.

Do that by adding effects and filters to your video, or even inverting or reversing the clip.

Ex. effect: Black Flash II

Improve The Quality

In some cases, the quality of your videos is the problem. You simply need to keep improving.

Every video you make should be at least 1% better than the last one. It's completely normal to struggle with the creation in the beginning but with constant improvement, your videos will become top tier.

Stay Consistent

As mentioned before, sometimes the banning of your video has no particular reason at all.

The only thing that you can do in that case is to keep posting content anyways and showing TikTok that you are indeed a reliable creator and especially someone who deserves to be viewed.

2

**YOUR
PRODUCT**

YOUR PRODUCT

Step 2.1

FIND

A WINNING

PRODUCT

Research

Winning Products

Just like in physical dropshipping, **"Winning Products"** are products that are in high demand, have strong profit potential, and sell well with minimal marketing effort. These products typically solve a problem, appeal to a specific niche, and offer good profit margins.

The only difference is, you only need to buy the product **ONCE** and can then sell it an unlimited amount of times without any extra fees per order.

But how do you find these Winning products?

1

“Don’t reinvent the wheel” – Use what’s already working.

What that means is that the best way to choose a good product, is by using the same or similar ones to those that are already proven to be in high demand and very profitable.

2

Market Research

As you have already decided on your niche, the product search is narrowed down to its essentials.

First Input

Go to ChatGPT and ask for digital product ideas in your niche. You will get a decent first idea of the potential products you could sell to your audience.

I'm looking to sell digital products on social media to my audience in the "YOUR NICHE" niche. What are some of the best sellers? Explain what problem they solve for my audience and why they have big sales potential.



Competition Observation

Find other digital creators in your niche and look through the products they are selling. Do they align with the suggestions you received earlier? Which ones seem to be the most-selling or most common?

A few ideas ChatGPT had for the *Mentality/Business Niche*...

1. E-books/Guides (e.g., "How to Start an Online Business")

Problem Solved:

- Lack of knowledge or step-by-step guidance for starting or growing an online business.
- Overwhelm from too much conflicting information online.

Sales Potential:

- E-books are low-cost and scalable. People in this niche are hungry for actionable insights that fast-track success.

3. Templates/Planners (e.g., "Business Growth Planner" or "Social Media Strategy Templates")

Problem Solved:

- Time wasted trying to organize and plan business or marketing strategies.
- Lack of clarity in setting achievable goals or managing time effectively.

Sales Potential:

- Templates are quick to produce and sell because they save buyers significant time and effort.

5. Affirmation Packs or Guided Meditations (e.g., "Wealth Mindset Audio Bundle")

Problem Solved:

- Negative self-talk and lack of confidence in achieving goals.
- Struggles with visualization and maintaining focus on success.

Sales Potential:

- These products appeal to mindset-focused buyers and are easy to scale as downloadable audio files.

6. Toolkits/Resource Packs (e.g., "Side Hustle Starter Kit")

Problem Solved:

- Difficulty knowing where to begin with side hustles or business ventures.
- Lack of tools to streamline processes or overcome common obstacles.

Sales Potential:

- Bundling value-packed resources together creates perceived value, driving higher conversions.

7. Workbooks and Challenges (e.g., "30-Day Productivity Challenge Workbook")

Problem Solved:

- Trouble staying consistent with habits or sticking to business goals.
- Need for actionable, guided steps to create results.

Sales Potential:

- Challenges are engaging and easy to promote on social media, encouraging interaction and repeat purchases.

8. Cheat Sheets or Checklists (e.g., "Online Business Launch Checklist")

Problem Solved:

- Overwhelm with complicated tasks like setting up a website, running ads, or building a sales funnel.

Sales Potential:

- Simple, high-value products that solve a specific pain point are quick wins for buyers.

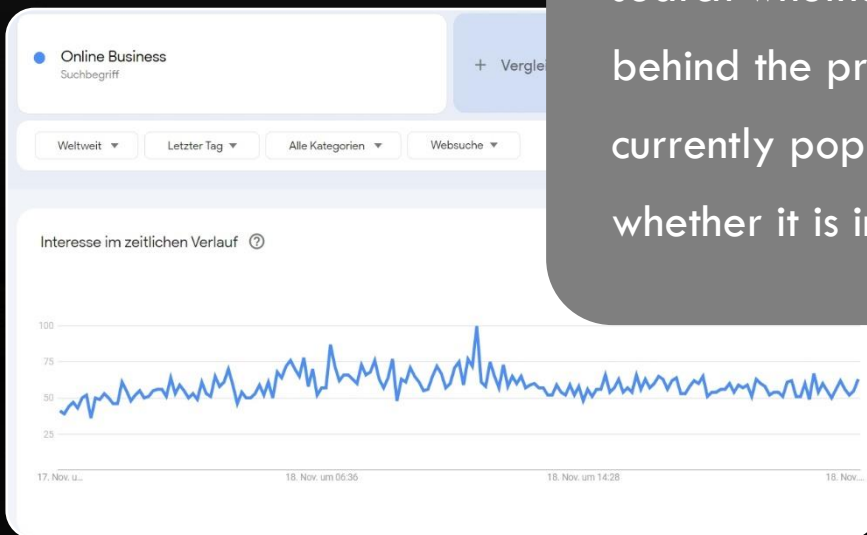


3

Product Validation

The next step is to check whether these digital product ideas actually have the potential to drive in thousands of sales.

Use tools like Google-Trends to search whether the keywords behind the product idea are currently popular and to find out whether it is in demand or not.



Find other pages on TikTok or Instagram that are also selling digital products and spy on their products. Remember: Use what's already working. If many people sell the same type of product, it definitely generates a lot of sales.



Track their sales on shophunter.io to see if they actually make money (only works on Shopify stores)

Inspirational and well-performing digital dropshipping accounts are often shared inside the MWM Academy

Your Product

Now that you have found a good winning product, it's time to turn it into *your own product*.

So how do you go from here...

**Finding a product in
someone else's store /
amazon / etsy / ...**

**It being your own product
that you sell in your own
store**

To here.

So let's walk you through the process:

Imagine you finally found the perfect product that matches your niche and is easy to sell... **what's next?**



If you are an **experienced digital dropshipper** and have a lot of knowledge about digital products, you might be able to create your next one yourself, simply by turning an idea into a design and value.

In that case, you don't even need to ever purchase the product. However, you need to create the complete content and design by

yourself.

This is why **as a beginner** you should **NOT** go this way.

1. As you haven't got much experience on the topic your product is about, there's no good value that you can provide in the products content.
2. Unless your design skills are insane, creating a product from 0 will be very hard and most likely let the product turn out really bad.

So if you're regularly starting with digital dropshipping, here's

The Normal Route

everyone usually takes



Step 1: Buying the product

Remember, unlike in physical dropshipping, you don't need to order the product every time someone buys it from you, but you only need to buy it ONCE to then sell it an unlimited amount of times as your own.

Step 2: Recreate it

As you now have the product, all the value, content and knowledge that comes with it, you're perfectly equipped to now create your own product based on the template you now have.

- ⊕ You can copy the content 100%. Maybe rewrite a few paragraphs or add/remove a sentence to make it even better.
- ⊖ As most digital products contain copyright protected content, you can't simply use the entire product the way you bought it without recreating it yourself.

But how do you recreate the product easily and copy the content, value and idea?



?

The easiest method: Hire a freelancer, for example on [Fiverr](#). Show him the product you want to create and let him to all the work for you.

1

You can also just easily do it yourself. The best option you have to do that, is Canva.

2

Open Canva and search for the type of template you're looking for and that matches the style of the original product you want to recreate.

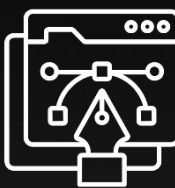
3

Choose a simple, clean design and start copying all the content from your original product into your new, own product. That way you turn the idea, the value and knowledge into your own creation.

4

Save it as a PDF Document. You have created your own digital product.

“eBook”
“Calendar”
“Planner”



Download

PDF: Standard

However, some digital products come with an in-built cheat code,
the so called

DFY-Products

with Resell-Rights

- **What are DFY-Products?**
- **Why are they such cheat codes?**
- **How do you find them?**

What are DFY-Products?

So called “Done-For-You-Products” are digital products just like every other one on the market and are sold just like every normal product in online-stores but come with “**Resell-Rights**” when purchased.

These Resell-Rights give you the license to resell the entire product, just the way it is, without having to copy its content and to recreate it as your own.



Why are they such cheat codes?

For us digital dropshippers, these Resell-Rights of the DFY-Products are very powerful.

They give you the permission and option to *easily* make the entire product, just the way it is, your own.

You don't need to create an entirely new file and recreate the product by copying the information given inside into your own project, but simply use the entire product as yours.

Here's how it works:

1 When purchasing a DFY-Product, you can simply download it – just like you would any other product – and get it in its raw form.

➔ You could already use and sell this file as your own product without modifying it at all

2 In case you want to make slight adjustments, for example to implement your brand or to add/remove a few details, you can do that by clicking on the link you receive after your purchase.

3 By clicking on the link, you get sent to an editor, for example Canva. Choose “EDIT IN NEW TEMPLATE”, the entire file of the digital product opens inside of Canva.

4 Now, you can make your desired adjustments. Maybe you want to change the font, add your logo and name, remove a paragraph, whatever. You can do all this with a few clicks. Remember: You don't create a new project/design – you simply edit the original product to your needs.

5 If you're happy with your product, export it by downloading the PDF Document.

You now have your own, perfect digital product that you can sell in your own store.



How do you find DFY-Products?

Usually – *it's very hard.*

Only very few digital products nowadays come with *Resell-Rights* and therefore are DFY-Products.

You basically just need to look out for these products when doing your market research and hope you get lucky finding one.

As you know – this would save you A LOT of work.

However...

We wouldn't be the MWM Academy if we didn't have a solution for you.

Finding a good DFY-Product is very hard – Yes, usually.

...but not if you're in the MWM Academy.

We spent weeks searching for the perfect DFY-Product with Resell-Rights and we found it.

And if you're in the MWM Academy, we show it to you.

**If you want this DFY-Product, simply message us through the
MWM Academy Discord Chat.**

Otherwise, you can also continue your search on your own.

Either way, all the best with your further product setup.

3

**YOUR
FUNNEL**

YOUR FUNNEL

Step 3.1

SETUP

YOUR

STORE

Which store-builder has the best pricing?

Shopify

From 36€/month
2% per transaction

Stan Store

29-99€/month
(basic or pro)

Gumroad

0€/month
10% per transaction

As you can start and run your Gumroad store for completely free and will only be charged per transaction, we recommend to use it for everyone just starting out.

However, if you get many sales it might be a better choice to switch to another store-builder.

Setting up your Gumroad store is pretty self-explanatory.

Simply create your account for free and walk through the prescribed process.

If you need further help with you store creation, you can watch an explanation video on YouTube, for example this one:

[Watch Explanation Video](#)

Inside your store you list your digital product(s). your audience and potential customers can easily click your Gumroad store link in your bio, shop your digital products and receive them straight into their inbox.

ps.

If you need further help with setting up your store, don't hesitate to reach out to us or other members in the MWM Academy.

YOUR FUNNEL

Step 3.2

CREATE

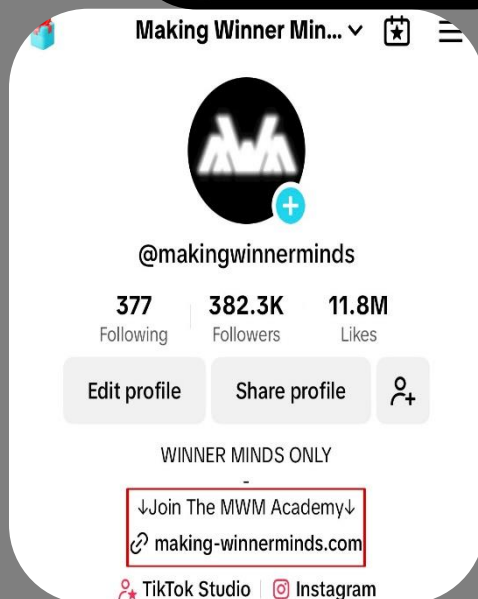
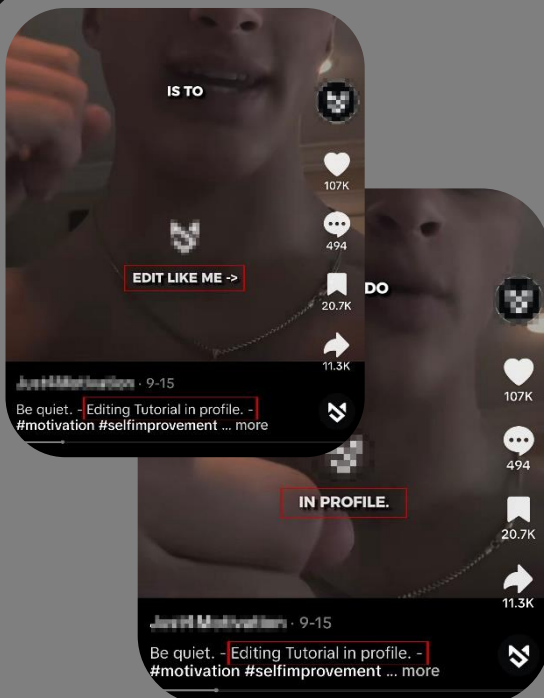
YOUR

FUNNEL

What is a funnel?

In short, it's the most important part of the whole MWM Strategy, because without it you won't get a single sale. It's the process your viewer walks through after seeing your post til buying your product, turning him into a customer and your next sale. However, there are many different ways of doing that, so we present you with several options so that you can decide which suits you and your brand best. After all, different methods can perform differently, depending on the page and content strategy.

Funnel 1



“Link In Bio“

The simple way of leading people to your solution to their problems or desires is to simply mention it by the way. You don't explicitly talk about it in your video, but rather just display a short text in the video indicating your offer.

You present your offer very briefly and concisely and give your viewer a direct pointer to the link in your bio. In our case, this could be something like **“start making money with TikTok - FREE Guide in profile”**. Integrate this into both your video and caption.

Of course it is then most important to install the link to your products in your profile. However, the function of adding a clickable link into your bio, is only activated from a certain number of followers.

Besides that, I only recommend using this strategy if your page already has an established audience and uses Creation-Strategy 1 or maybe 2. This funnel-strategy is intended rather for large sites. If you are starting a new account and are struggling to gain new followers, the second strategy is best for you.

It should also be noted that the second strategy generally has a better closing-rate, but also requires a little more effort.

Funnel 2

CTA Lead Generation

This strategy works best when running a page that uses Creation Strategy 3, or any combination of content-creation-strategies that allow educational posts. However, there is no problem using this strategy in the same way if your account is based on creation strategy 1 or 2. **I recommend this strategy to everyone.**

Basically, what you need to do is the following: Create an urgent need in your viewers in your videos, that creates a strong and urgent desire in them for something you can deliver to them.

Let's say your product is about making money online.

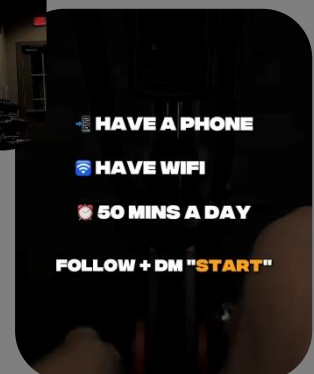
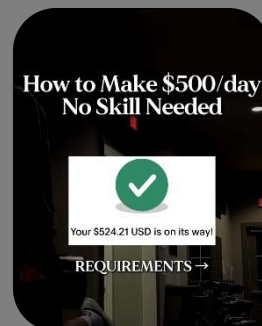
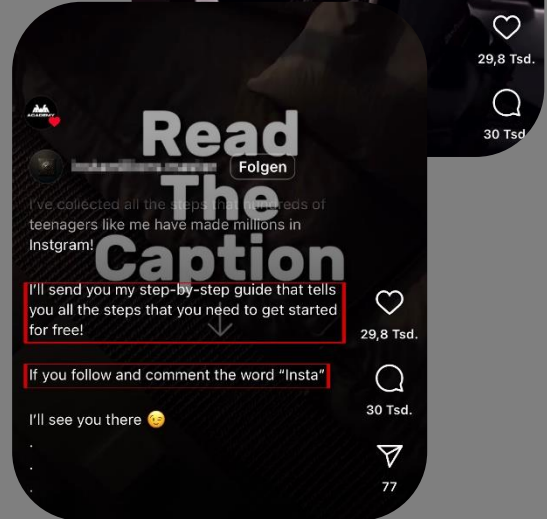
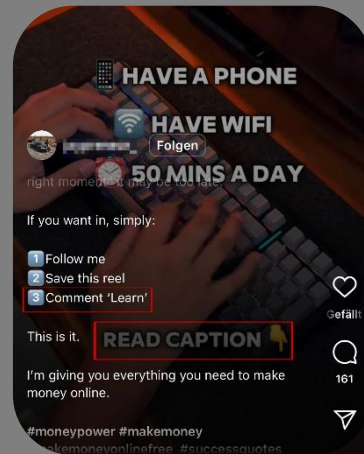
We depicted a few examples for you on the right. Here's another one: In your video, you explain how 16-year-olds make thousands of dollars each month from home, only using their phone. You could explain their strategy, tell the viewer how it works, but then state that there's an even better alternative way to make multiple k a month nowadays.

Another example could look like this: Your video presents a detailed strategy on how to grow a TikTok or IG page. You explain an in-depth strategy and mention a very useful tool that could speed up the process. The viewer now has the desire to know more about it.

Here's a third example: You indirectly describe how your product works and how you can be successful with it. After a superficial guide, you offer the viewer a more detailed guide that provides more information for free.

CTA: After creating this immediate desire, you're calling on the viewer to do something that will give them what they've just been promised. E.g.:

“Comment START and I will send it to you”



And remember: Just leaving a quick comment is much more convenient for the viewer than clicking on your profile and visiting a third-party link without ever having seen your profile before. If you got the viewer to comment the keyword, the first part of the closing-strategy is done and you're already halfway through a new sale.

Now here's what you're going to do after receiving such a comment under your post:

Your main goal is to send the customer the link to your product. How exactly you get to this point depends on the situation. At this point, a little skill and salesmanship is required. Don't come across as too robotic and build up a little trust before you send the person on to your product. So here's the plan.

First, answer the comment, tell the person that you sent further details via DM.

After that, send a **DM (message)** to the person in which you provide the promised value. How exactly that message looks depends on the content of your video and promise.

After a short conversation you should be able to simply send the person over to your website/products.



WEBSITE FUNNELS

This is the greatest advantage of **pre-setup websites**. In most cases, they have an integrated and optimized funnel that is very high-converting and increases the chances of the person you send to your website, actually becoming a customer in the end, drastically.

1

The key of a website-funnel is the creation of a free product. This product can be used to gain trust from your potential customer and lead to a purchase later on.

2

Another factor are email-automations. By him getting the free product, the lead's email gets collected and starts an email automation, often helping with turning him into a sale.

3

Of course that's not the only automation. In very sophisticated funnels, the customer gets manipulated in multiple ways, which he doesn't even realize. Every step is designed to ultimately make him your buyer.

However, these website-funnels are very hard to create and build, which is why I won't go into further detail on how to build one yourself in this guide.

BUT what I would recommend you do to increase the percentage of potential leads turning into real customers, is to get a pre-setup website that has a high-converting funnel integration.

ps.

If you're looking for a way to get such a pre-setup website with an optimized and high-converting funnel integration, reach out to us in the MWM Academy and we'll help you with the setup.

CONGRATULATIONS

**IF YOU MADE IT THIS FAR,
YOU'VE ALREADY ACHIEVED MORE THAN 99%**

To help you succeed on your journey that now begins, you'll get constant support in the MWM Academy. If you need help with any specific topic or issue, simply send a message – we ourselves, or any other member will help and support you as best as possible.

Remember, we grow as a brotherhood, together.

And to keep the MWM Academy beneficial for every member, remember to push and support other members as well by sharing your advice as well.

It's time.