



## KIDS & TEENS FREELANCING TRAINING

### Digital Products Selling Course Outline

#### MODULE 1: What are Digital Products?

- Simple explanation: ebooks, art, worksheets, templates, etc.
  - Real-world examples made by kids
  - Why digital products are fun and profitable
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#### MODULE 2: Idea Generation & Niche Selection

- Brainstorming with AI tools and templates
  - How to find your passion and match it with market demand
  - Choosing product types (printables, designs, audio, etc.)
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#### MODULE 3: Create Your First Digital Product

- Use free tools (Canva, Google Docs, Tinkercad, etc.)
  - Step-by-step to make an ebook, worksheet, or art print
  - Basic design and layout tips for kids
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#### MODULE 4: Make It Look Great!

- Importance of good design and presentation
  - Using Canva for covers, templates, and visuals
  - How to package your product for download
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#### MODULE 5: Where to Sell Your Products

- Kid-safe platforms: Etsy (with adult), Gumroad, TeachersPayTeachers, etc.
  - Creating a seller account (with parent help)
  - Safe selling rules and platform basics
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#### MODULE 6: Writing Product Descriptions That Sell

- Simple copywriting for titles, descriptions, and benefits
- Keywords and categories for search visibility
- Using AI to write better descriptions

### **MODULE 7: Branding Your Digital Shop**

- Choose a name, logo, and theme
  - How to create a brand kit
  - Visual identity using color and consistency
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### **MODULE 8: Launch, Promote & Celebrate**

- How to promote using social media, email (with parent help)
  - Share with friends/family/community
  - Final project: Launch your product and earn your first sale!
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