

Digital products and templates



Start from nothing, grow on other people's effort

Made once, sold again and again. Marketplaces and affiliates bring the buyers, and there is no stock to store or post.

How it earns: where the money comes from. **Who grows it:** the people whose effort brings the next customer. **Build:** Low is days, Medium is weeks, High is months.

NO.	BUSINESS	HOW IT EARNS	WHO GROWS IT	BUILD
21	Website template packs	Per-template sales	Template marketplaces and affiliates	Low
22	Premium plugin with a free version	Pro licences and renewals	Free users upgrading and reviewing	Medium
23	Icon and illustration packs	Pack sales or subscription	Design marketplaces, designers sharing	Low
24	Spreadsheet and workspace templates for businesses	Per-template sales	Template galleries, creators reselling	Low
25	Stock photo and video library of one area (Devon and Dartmoor, say)	Licence fees	Stock agencies distributing it	Low
26	Self-published ebooks and novels	Royalties	Bookshop algorithms and readers' reviews	Medium
27	Audiobooks of those titles	Royalties	Audiobook store recommendations	Medium
28	Pre-recorded online courses	Per-course sales	Affiliates paid a share of each sale	Medium
29	Printable planners and worksheets	Per-download sales	Craft marketplace search and pinning sites	Low
30	Fonts	Licences	Type foundries and marketplaces	Medium
31	Music and sound-effect packs	Royalty-free licences	Video makers using and crediting them	Medium
32	Code snippets and interface component libraries	Licences	Developer communities and code-sharing sites	Low
33	Print-on-demand designs (shirts, mugs, posters)	Margin per sale	The print platform's own marketing	Low
34	Photo-editing presets and design assets	Pack sales	Photographers sharing before and after shots	Low
35	Checklists and procedures for one trade	Per-pack sales	Trade bodies and trainers recommending them	Low

Where to start

- Make one good product and list it where buyers already browse, before building your own shop.
- Collect an email address with every sale, so the next product has an audience.
- Bundle what sells. A pack of five usually sells better than five singles.

Thinking of building one?

Most of these ideas are, at heart, a well-built website: a directory, a booking system, a membership site, a course platform or an online shop. That is the part we build. Tell us what you have in mind and we will give you an honest view of what the first version should do.

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Ideas to think with, not financial advice. What any business earns depends on the market, the work put in and many things outside anyone's control.