KAJABI

Quick Start Guide

Follow the steps below to launch your digital product without the guesswork.

Step 1

☐ Use the Lean Canvas Guide to identify your personal brand and turn it into a full-fledged online business strategy. You'll also pinpoint your target audience, identify the problem you solve for them, and learn how to set yourself apart from others in your industry.

Lean Canvas Guide →

"A lot of the times as entrepreneurs we create something that we think our audience should want. I've created a lead magnet based on what I thought my audience would want, only to find out they don't think they need that. If they don't think they need it, it isn't going to be profitable or successful. [For my new course] I started off by creating a general outline with what I thought each module would be about, and then I created a series of questions for each module. [My audiences] answers to the questions created the story for me. This [tactic] helps you not forget where [your students] are."

- Jamie S.

Step 2

☐ Explore the digital products you can build with Kajabi and decide which you want to create first. Use the Kajabi webinar below and the plan you created in Step 1 to guide your thinking.

Understanding products in Kajabi →

"Kajabi allows me to create unique product offerings for each type of customer in my audience. I capture leads with a free product marketing newsletter, and then I offer them one-on-one coaching or a paid subscription in my private community."

- Tamara G.

Step 3

☐ Dive into the different ways you can charge for your product and learn how to set each payment type up in Kajabi.

How to sell products and services webinar →
9 ways to monetize your social media following →
How to price your membership site →
How to price ebooks and online worksheets →

"I believe in the law of attraction. Once I declared what my price was, that's when I started attracting my ideal client. People didn't drop off, they didn't ask for a refund... now I'm starting to attract who I want because I am showing up as the business coach they need."

- Dr. Tekesia J.

Step 4

☐ Use our free AI tools to outline your product, write sales page copy, create social media templates, and more.

The AI Creator Hub →

"For many folks who don't design courses professionally, the idea of what to include can be challenging. The Course Outline Generator solves that and puts an outline in front of you in a minute or two... it's pretty fantastically impressive."

- Joseph R.

Step 5

☐ Learn how to create a content system that drives leads to buy your product.

Systemizing your content structure →

"Every person that you think of as a creative (authors, script writers, musicians, etc) - they all use systems for their content... systems are the safety net for when motivation isn't there."

- Justin W.

Step 6

☐ Sign up for a free trial of Kajabi and unlock all the tools to bring your digital product to life.

Start building on Kajabi →

"I love Kajabi. Here's 3 reasons why. Kajabi has allowed me the independence to have my own successful online business where I can serve my clients. Kajabi has given me back my freedom of time, and energy, and effort so that I can do things the way I want to do things. And happiness. To be able to live your life on your terms to be able to serve your clients and bring them value."

- Xanthin S.