

The Ambitious Woman's Guide

**TO SELLING DONE-FOR-YOU
DIGITAL PRODUCTS**



You made a sale:

\$27

You made a sale:

\$97

You made a sale:

\$497

Legal Disclaimer

This publication is intended for informational purposes only. The author and publisher make no guarantees of income or business results. Readers are advised to do their own research and consult with professionals before making financial or business decisions. All product names, logos, and brands are property of their respective owners.

Table of Contents

1. **Introduction: You Don't Need to Start from Scratch**
2. **The Rise of Digital Products and Female Entrepreneurs**
3. **Why Done-For-You Products Are a Game Changer**
4. **Understanding Resell Rights: PLR, MRR & RR Explained**
5. **What Kinds of Products Can You Sell?**
6. **Common Roadblocks Women Face (and How to Crush Them)**
7. **Choosing the Right Product Niche for You**
8. **Where to Find Quality Resell Rights Products**
9. **How to Rebrand and Make It Yours**
10. **Setting Up Your Digital Shop in a Weekend**
11. **How to Price for Profit (Without Guilt)**
12. **Marketing 101: Building Buzz Around Your Product**
13. **No Audience? No Problem! Strategies That Still Work**
14. **Email List Building for Beginners**
15. **Automation Tools That Save You Time and Stress**
16. **Mindset Mastery: From Fear to Fierce**
17. **Turning One Product Into a Full-Fledged Brand**
18. **Case Studies: Real Women, Real Success**
19. **Mistakes to Avoid with Resell Rights**
20. **Scaling to Your First \$1K, \$5K, and Beyond**
21. **Crafting a Weekly Sales Routine**
22. **Passive Income Myths vs. Reality**
23. **How to Stay Consistent Without Burnout**
24. **How to Stand Out in a Saturated Market**
25. **Support Systems: Communities That Empower**
26. **FAQs About Selling DFY Products**
27. **Resources & Tools to Fast-Track Your Growth**
28. **Words of Wisdom from Women Who've Been There**

- 29. **Final Thoughts: Your Digital Empire Awaits**
- 30. **Bonus: Your 7-Day Action Plan to Launch**

Chapter 1: Introduction – You Don’t Need to Start from Scratch

If you’re reading this, you’ve probably had the thought: *“I want to start something of my own...but I don’t know where to begin.”*

You’re not alone. Thousands of ambitious women dream of creating digital income but get stuck at square one—paralyzed by the idea of building something from the ground up. What if I told you that you *don’t* have to?

There’s a smarter, faster, and easier way to get started: **Done-for-you (DFY) digital products with resell rights.**

In this guide, we’ll walk together through exactly how to start a business selling digital products you didn’t have to create yourself. You’ll learn how to find high-quality resell rights products, how to personalize them, how to set up your digital storefront, and most importantly—how to start generating real income without the overwhelm.

You don’t need to be a designer, a writer, or a tech genius. You just need a system, some confidence, and the right roadmap.

Let’s build your digital empire—one smart step at a time.

Chapter 2: The Rise of Digital Products and Female Entrepreneurs

Over the last decade, something incredible has happened: Women have begun turning laptops into leverage.

Thanks to the internet, you don’t need a brick-and-mortar store to be in business. With digital products, you can create (or in your case, license and sell) ebooks, planners, templates, and tools that solve real problems for people—all while keeping 100% of the profit.

Digital products are:

- **Low-cost to launch**
- **High in profit margins**
- **Infinitely scalable**
- **Perfect for passive income**

And best of all? They allow you to build wealth on your terms.

As more women take control of their time, income, and identity, digital products offer a gateway to freedom—without the hustle-heavy startup costs of traditional business.

You're not behind. You're just getting started. And you're exactly where you need to be.





Chapter 3: Why Done-For-You Products Are a Game Changer

Let's be honest—creating a full digital product from scratch takes time, energy, and skill. But what if someone already did the hard part for you?

That's what Done-for-You (DFY) products are all about.

They're pre-created digital assets—ebooks, templates, workbooks, even entire courses—that come with legal rights for you to resell, modify, and keep the profits.

Here's why DFY is a smart first step:

-  **Saves time: Skip content creation and launch faster**
-  **Reduces overwhelm: Focus on sales and branding, not writing/design**
-  **Proven formats: Most DFY products are based on bestsellers**
-  **Professional appearance: Instantly look polished and prepared**

You're not “cheating” the system. You're using the system smarter.

Chapter 4: Understanding Resell Rights – PLR, MRR & RR Explained

Before you sell anything, it's important to understand the types of resale rights. Here's what each one means:




- **PLR (Private Label Rights):**You can edit, brand, and claim authorship of the product. Ideal for full customization.
- **MRR (Master Resell Rights):**You can sell the product *and* allow your customer to resell it, too.
- **RR (Resell Rights):**You can resell the product as-is, but your customer cannot resell it again.





For beginners, PLR is often the most flexible because you can make it fully your own. Just make sure to read the license terms for each product—some restrict certain uses.

Chapter 5: What Kinds of Products Can You Sell?

When it comes to selling digital products with resell rights, you're not limited to just ebooks. There are dozens of product types you can profit from—each with its own audience and income potential.

Here's a list of high-performing DFY products you can legally resell (with the proper license):

-  **Ebooks & Guides:** The most popular form of PLR content. Great for niches like wellness, entrepreneurship, productivity, relationships, etc.
-  **Workbooks & Planners:** Sellable as PDFs or printable products on Etsy or your website.
-  **Toolkits:** A bundle of checklists, cheat sheets, templates, and swipe files.

-  **Email Sequences:** Pre-written emails that you can use in your own funnels or sell to other business owners.
-  **Printable Journals & Trackers:** Ideal for lifestyle, self-help, fitness, or mental health audiences.
-  **Canva Templates:** Social media templates, business cards, resumes—people love shortcuts.
-  **Mini Courses:** Some PLR platforms offer entire video-based courses with resale rights.

👉 **Tip:** Choose product types that are *easy for you to rebrand* and appealing to the kind of buyer you want to attract.

Chapter 6: Common Roadblocks Women Face (and How to Crush Them)

You may already be feeling the weight of doubt creep in. That’s normal—and expected.

Here are some of the top roadblocks women face when starting with DFY digital products (and how to move past them):

✗ “I don’t have a niche.”

💡 **Solution:** Choose a niche based on what *you* enjoy learning about. If you like personal growth, start there. You don’t need to be an expert—just a guide.

✗ “I’m not tech-savvy.”

💡 **Solution:** Systeme.io and Canva make it drag-and-drop simple. You can launch without coding or complicated tools. You just need a few clicks and clear guidance.

✗ “What if nobody buys?”

💡 **Solution:** People are always buying solutions to their problems. You just need to offer value, position your product clearly, and stay consistent.

✗ “I feel like a fraud selling something I didn’t make.”

💡 **Solution:** You’re not stealing—you’re licensing. You’ve purchased the rights to help others through this material. Think of yourself as the curator of great content.

Remember: confidence comes from action, not thinking. Move through fear by doing the next small step.

Chapter 7: Choosing the Right Product Niche for You

Niche-picking is one of the most misunderstood steps in digital business.

You don't need to "find your passion" or spend months researching. You just need a profitable topic where people are already spending money—and where you feel confident showing up.

Here are 5 profitable evergreen niches perfect for resell rights:

1. Health & Wellness (fitness, mental health, weight loss, self-care)
2. Wealth & Business (side hustles, entrepreneurship, marketing)
3. Relationships (dating, marriage, parenting, confidence)
4. Productivity & Self-Development (goal setting, mindset, habits)
5. Creative Skills & Hobbies (journaling, crafts, home organization)

✨ How to pick:

- Do you enjoy learning about this topic?
- Are people actively buying in this space?
- Can you see yourself talking about it online?

If yes to all three—you've found your starting point.

Chapter 8: Where to Find Quality Resell Rights Products

Now that you know what to sell, let's talk about where to get your products.

Here are trusted places to find DFY digital products with PLR or resell rights:

◆ PLR Product Marketplaces

- [PLR.me](https://plr.me) – Health and wellness-focused
- [CoachGlue.com](https://coachglue.com) – Business coaching & planners
- [ContentSparks.com](https://contentsparks.com) – High-end course materials
- [BuyQualityPLR.com](https://buyqualityplr.com) – Wide selection of niches
- [PLR Hustle](https://plr.hustle) – Budget-friendly kits

◆ Etsy (Yes, really!)

Search for "PLR Canva templates" or "PLR journals." Many digital product creators sell bundles with resell rights on Etsy.

◆ Private Label Sellers (Instagram, TikTok)

Many entrepreneurs offer beautifully designed PLR bundles through social media shops or Gumroad.

Warning: Always check the license before you buy. Not all PLR is created equal.

Chapter 9: How to Rebrand and Make It Yours

Even though DFY products are premade, you don't want to sell them *as-is*. Why? Because 100 other people might have the same content.

To stand out, you need to rebrand it like a pro.

 Here's how:

- **Change the title:** Make it more appealing or audience-specific.
- **Edit the intro or conclusion:** Add your own story or context.
- **Update the design:** Use Canva to give it a fresh color palette and font.
- **Add your own branding:** Your logo, your voice, your tone.
- **Bundle it:** Turn one eBook into a workbook + checklist combo.

Small tweaks = big difference in perceived value.

Your version should feel unique and aligned with the audience you want to serve. That's how you turn generic into *gold*.

Chapter 10: Setting Up Your Digital Shop in a Weekend

You don't need to wait months to launch your digital storefront. With the right tools, you can be up and running by Sunday evening—even if you start on Friday night.



Tools You'll Need:

- **Systeme.io (Free account):** For your landing page, email list, checkout, and delivery
- **Canva.com (Free or Pro):** For rebranding your products
- **Gumroad or Payhip (Optional):** Simple storefronts to sell digital goods



Quick Setup Checklist:

1. **Pick your product (from a trusted PLR source)**
2. **Rebrand it using Canva**
3. **Write your sales copy (use my sales page example!)**
4. **Build your opt-in or sales page in Systeme.io**
5. **Upload your product (PDF or Canva file)**
6. **Set your price (or make it free) and publish the page**

It doesn't need to be perfect. It just needs to be live.



Chapter 11: How to Price for Profit (Without Guilt)

Many new sellers undercharge because they're afraid no one will buy. Let's bust that myth.

People don't just buy information—they buy:

- Time saved
- Problems solved
- Confidence delivered
- Transformation promised

Smart Pricing Tips:

- If you're selling an ebook or guide: \$7–\$27 is standard.
- For workbooks or templates: \$9–\$47 depending on value.
- Bundles can sell for \$67–\$97 and beyond.

And if you're offering it as a freebie, you're not giving it away—you're exchanging it for email access, which is *just as valuable*.

 **Pro Tip:** Use pricing psychology—\$19 sells better than \$20. \$47 feels lighter than \$50.

Chapter 12: Marketing 101 – Building Buzz Around Your Product

Creating a great product is only half the game—getting eyes on it is the rest.

Here's how to build buzz even if you're just starting:

Where to Market:

- **Instagram:** Create content around your product's topic
- **Pinterest:** Perfect for linking freebies or products
- **Facebook Groups:** Join niche groups and offer value (not spam!)
- **Email List:** Offer your product as a lead magnet or promotion
- **YouTube/Podcast (Optional):** Mention your product in your content

What to Share:

- Behind-the-scenes of your product
- Tips and “quick wins” from inside the ebook
- Who it's for, why you created it
- Personal stories related to the product's topic

Don't just say, “*Go buy this.*” Say, “*Here's why this will help you.*”

Chapter 13: No Audience? No Problem! Strategies That Still Work

Starting from zero followers? Great. Many six-figure sellers did too.

Here's how to grow and sell without a huge audience:

Strategies That Work:

- **Freebie Funnels:** Offer a valuable resource (like your ebook) to build your email list
- **Product Bundles:** Collaborate with others in your niche and bundle products together
- **Affiliate Partners:** Let other creators promote your product for a commission
- **Launch on Gumroad:** Tap into their built-in buyer marketplace
- **Pinterest Pins:** Link pins directly to your sales page or funnel

You don't need to be famous. You just need to be consistent and solution-focused.

Chapter 14: Email List Building for Beginners

Your email list is your most valuable digital asset. Period.

Unlike social media (where algorithms change daily), your email list is owned by *you* and can generate sales for years.



Simple List-Building Strategy:

1. Offer a freebie (like your rebranded ebook)
2. Create a landing page with a name + email form (Systeme.io makes this easy)
3. Automate the delivery with a welcome email
4. Follow up with value-packed emails weekly or bi-weekly



Email Ideas to Send:

- Tips related to your product niche
- Behind-the-scenes updates
- Personal stories that inspire
- Promos, flash sales, or new product announcements

People buy from people they trust. And trust is built over time—one email at a time.



Chapter 15: Automation Tools That Save You Time and Stress

You don't need to be online 24/7 to make money online. With the right automation tools, you can set your business to run while you sleep.



Automation Essentials:

- Systeme.io – For funnels, email automation, and product delivery
- Canva – For batch-creating graphics and templates
- Google Drive or Dropbox – To store and deliver files securely
- Calendly (optional) – If you want to offer coaching or support calls



What to Automate:

- Freebie delivery (email sequences)
- Sales funnel (opt-in → email → sales page)
- Follow-up emails (testimonials, upsells, product tips)

Set it up once. Let it run daily. That's the power of digital freedom.

Chapter 16: Mindset Mastery – From Fear to Fierce

Your mindset will make or break your digital business success. It's not about having all the answers—it's about being willing to start, *even when you're scared*.

Here are some limiting beliefs you may face:

- “Who would buy from me?”
- “I’m not an expert.”
- “There’s already too much competition.”

Here’s the truth:

- People buy from those they trust, not just those with degrees.
- You only need to be a few steps ahead of the person you're helping.
- There's enough room for *you*—because *no one can do it your way*.

 Tips to Stay Empowered:

- Affirm daily: “*I am building my digital empire, one step at a time.*”
- Surround yourself with other ambitious women
- Track your progress (not perfection)
- Celebrate every small win

Confidence is built through *courageous action*, not waiting for everything to be perfect.

Chapter 17: Turning One Product Into a Full-Fledged Brand

That one ebook you started with? It can become a brand.

Here’s how to stretch one PLR product into an entire ecosystem:

 Start With:

- One rebranded ebook

 Then Add:

- A workbook or journal version
- A companion checklist
- A short video or voice note training
- A group coaching session or live workshop

Eventually Offer:

- A mini course
- A digital bundle
- A membership or product library

Each time you add value or layer an offer, your brand gets stronger and more profitable.

Your goal isn't just one sale. Your goal is to become a *trusted voice* in your niche—and that starts with one DFY product you personalize and grow from there.

Chapter 18: Case Studies – Real Women, Real Success

You're not the only one starting from scratch. Let's look at three inspiring stories of women who launched with DFY digital products:

Tanya – Stay-at-Home Mom Turned Wellness Seller

Tanya bought a self-care PLR bundle, rebranded it with her Canva style, and listed it on Etsy. Within 2 months, she had 200+ downloads and launched her second product—a printable journal.

“I didn't know what I was doing. I just took action. That's the magic.”

Michelle – Burned Out Coach Turned Digital CEO

Michelle used MRR rights to sell done-for-you business planners. She built her funnel in Systeme.io, created an Instagram promo video, and started running a \$5/day ad.

“I made my first \$1,000 online without ever writing the product myself.”

Bree – College Student With Zero Budget

Bree downloaded free PLR resources, added her own flair, and gave them away to build an email list. Now, she monetizes with low-ticket upsells and templates.

“PLR gave me a head start I never thought was possible.”

Their story can be yours—you just have to start where you are.

Chapter 19: Mistakes to Avoid With Resell Rights

While DFY products offer speed and simplicity, there are a few common mistakes that can slow you down (or worse—get you in trouble).



Don't:

- Sell products without reading the license
- Assume every PLR product is high quality (vet your sources!)
- Use the product “as-is” with no customization
- Ignore branding—it’s what sets you apart
- Forget to check file formats and download links before launch



Do:

- Add value through personal voice, style, or extras
- Brand your freebie just like your paid offers
- Test the checkout and delivery experience
- Focus on *helping* your audience, not just making sales

Done-for-you doesn't mean “do nothing.” It means “do it smarter.”

Chapter 20: Scaling to Your First \$1K, \$5K, and Beyond

Once you've made your first few sales, your next question becomes: *How do I make this consistent? How do I grow?*



Here's the growth path:

1. \$100–\$500: One rebranded product + consistent social media + email list
2. \$1,000–\$5,000: Add an upsell or bundle + automate delivery + run small promotions
3. \$5,000+ and beyond: Expand to a full product suite + add affiliate marketing + leverage content marketing or paid ads

You don't need to scale fast—you need to scale *strategically*.

Focus on what's working. Double down on what sells. Let go of what doesn't.

And remember: every big number you see online started with someone selling their *first* product. You're next.



Chapter 21: Crafting a Weekly Sales Routine

Success in digital product sales doesn't come from doing “everything” once—it comes from doing the *right* things consistently.



Here's a Simple Weekly Sales Routine:

Monday – Promote → Send an email to your list with a tip + your product link → Share your funnel on social media (Instagram post, Story, or Pinterest pin)

Tuesday – Connect → Engage with your audience in Facebook groups or comments → Answer questions, offer insight, and build relationships

Wednesday – Create → Batch graphics or reels in Canva → Refresh product mockups or write new captions

Thursday – Learn → Watch a 20-minute video on digital marketing, funnels, or sales → Invest in YOUR knowledge bank

Friday – Evaluate & Plan → Review analytics (visits, opt-ins, sales) → Adjust your focus for next week based on what's working

Saturday/Sunday – Rest or Batch → Optional: Create content in advance so you can enjoy your week.

This rhythm avoids burnout while keeping your funnel and product visible.

Chapter 22: Passive Income Myths vs. Reality

We hear it all the time: “*Make money while you sleep!*” Yes, that’s possible. But let’s be clear:



The Myth:

- You’ll make thousands instantly with no work
- You don’t need to market at all
- Passive income is 100% hands-off forever



The Reality:

- Passive income takes *upfront work* to build
- You still need to promote (especially early on)
- Automation tools help—but consistency keeps income flowing

Done-for-you products reduce the *creation* workload—but they don’t eliminate the *promotion* piece. That’s the part YOU bring to the table.

Think of passive income as a *system*—one you build once and maintain weekly for ongoing sales.

♀ **Chapter 23: How to Stay Consistent Without Burnout**

Many women start strong but fade out fast when they don’t see instant results. Consistency is the bridge between dreaming and thriving.

 **What to Do When You Feel Stuck:**

- Revisit your “why”—freedom, flexibility, financial peace
- Use batching to reduce daily overwhelm (batch graphics, emails, etc.)
- Set mini goals—like 5 emails collected or 2 sales per week

- Celebrate every milestone, even small ones

♀ **Burnout Prevention Tips:**

- Take weekends *off* if possible
- Stop comparing your beginning to someone else's middle
- Work in 90-minute focused blocks (then break!)
- Outsource small tasks once revenue grows

Remember: You are the engine of your business. Take care of you, and your results will follow.

Chapter 24: How to Stand Out in a Saturated Market

Yes, other people are selling DFY digital products. But *none of them are YOU.*

✨ **What Makes You Unique?**

- Your personality
- Your brand voice
- The story you share
- The way you deliver the product
- The audience you serve

Even if 500 people sell a similar ebook, yours will feel different because it's wrapped in *your perspective, style, and value.*

🧠 **Ways to Stand Out:**

- Use branded colors and fonts that feel like YOU
- Write with a conversational, relatable tone
- Offer small extras others don't (bonus video, checklist, printable)
- Focus your product on *a specific audience* (example: self-care for new moms vs. self-care in general)

People don't just buy products. They buy *connection.* Lean into your uniqueness—and you'll attract your perfect-fit audience.

♀ **Chapter 25: Support Systems – Communities That Empower**

You don't have to do this alone. In fact, you *shouldn't.*

Surrounding yourself with supportive women on the same journey can make all the difference.

👧 **Where to Find Your People:**

- Facebook Groups – Search for “PLR sellers,” “digital product creators,” or “female entrepreneurs”

- Instagram Communities – Use and follow hashtags like #digitalsellers, #plrbusiness, #womeninbusiness
- YouTube Channels – Learn from creators sharing behind-the-scenes of their PLR or product sales journey
- Paid Communities or Memberships – Sometimes small investments lead to big breakthroughs through coaching, mentorship, or resource libraries

What to Look For:

- Encouragement (not comparison)
- Practical tips from real experience
- Shared values and business goals
- Opportunities to collaborate

Isolation kills momentum. Community fuels it. Plug into people who remind you of what's possible.

? Chapter 26: FAQs About Selling DFY Products

Let's answer some of the most common questions new sellers have about using done-for-you digital products:

Q: Is it legal to sell products I didn't create?

 Yes—as long as you purchased a product that comes with resell rights (PLR, MRR, or RR) and follow the terms of the license.

Q: Do I need to credit the original creator?

 Not usually with PLR—you can brand it as your own. But always check the specific license to be safe.


Q: Can I make changes to PLR content?

 You should! Rebranding helps you stand out and increases perceived value.

Q: What platform should I sell on?

 You can use Systeme.io, Gumroad, Payhip, Etsy (for certain formats), or even your own website.

Q: Do I need to build an email list right away?

 Yes! Even if you only have a few people—email is where relationship-driven sales begin.

Chapter 27: Resources & Tools to Fast-Track Your Growth

Here's a list of beginner-friendly tools that can help you save time and grow faster:

Creation & Design

- Canva – Rebrand PLR files, create promo graphics
- Creative Fabrica – Graphics, fonts, templates

- TinyWow – Convert PDFs, compress files, edit documents

Selling & Funnels

- Systeme.io – Build landing pages, funnels, and automate emails
- Payhip – Sell digital products with flexible pricing
- Gumroad – Beginner-friendly digital storefront

Marketing & Promotion

- Pinterest – Traffic driver for ebooks, journals, and printables
- Facebook Groups – Network and share your offers
- ConvertKit / MailerLite – Build and email your subscriber list

PLR Marketplaces

- [PLR.me](https://plr.me)
- [BuyQualityPLR.com](https://buyqualityplr.com)
- [CoachGlue.com](https://coachglue.com)
- [PLR Hustle](https://plr.hustle)

Pick 1 or 2 tools per category. Don't try to master everything at once.

Chapter 28: Words of Wisdom From Women Who've Been There

You don't need permission to win. You just need direction and belief.

Here's what successful digital sellers wish they knew at the start:

“Done is better than perfect.”– Maria, Etsy seller earning \$3K/month

“Start small. You'll learn more by launching than by waiting.”– Nina, DFY ebook seller on Gumroad

“I thought I needed a huge audience. I made my first \$1,000 with just 67 people on my list.”– Amber, Systeme.io user and confidence coach

“I was scared people would judge me. But they thanked me instead.”– Lacey, stay-at-home mom turned printables queen

Let these stories remind you: you are capable. You are qualified. And your digital income journey is *already in motion*.

Chapter 29: Final Thoughts – Your Digital Empire Awaits

You've just walked through every step of the DFY digital product path—from understanding licenses to finding your niche, rebranding with confidence, building a funnel, and marketing like a boss.

Now comes the most important part: ✨ Taking action.

Here's what you don't need to get started:

- A giant audience
- Fancy tech
- A perfect plan

Here's what you *do* need:

- A clear offer
- A simple system
- The willingness to learn as you go

Your dream life doesn't come from waiting until you're ready. It comes from choosing to act even when you're not.

Start with your first rebranded product. Launch your freebie funnel. Show up consistently for your vision.

Your digital empire is waiting. Go claim it.

Chapter 30: Bonus – Your 7-Day Action Plan to Launch

Let's make this real. Follow this daily roadmap to go from idea to launch in just one week.

Day 1 – Choose Your Product

- Pick a PLR/DFY product that fits your audience and goals
- Download the files and review the license

Day 2 – Rebrand It

- Change the title and customize with Canva
- Add your name/logo, tweak intro/outro, personalize content

Day 3 – Build Your Funnel

- Create an opt-in or sales page in Systeme.io
- Upload your rebranded product (PDF, planner, etc.)
- Write a thank-you message or download page

Day 4 – Set Up Your Email

- Write your welcome email with the download link
- Add it to your Systeme.io automation
- Test the email by signing up yourself

Day 5 – Create Promotional Content

- Design 3 graphics in Canva
- Write 1 short caption for Instagram or Facebook
- Optional: Pin your funnel to Pinterest

Day 6 – Launch Softly

- Post to your socials
- Send an email to your list (even if it's just 3 people!)
- Join 2 Facebook groups in your niche and engage

Day 7 – Reflect & Plan Ahead

- Review what went well
- Identify what you want to improve
- Set a goal for next week (example: “Grow my list by 20 people”)

 You're now fully equipped.

This is your time. Your income, your independence, your impact—it's all on the other side of launching your first done-for-you product.

I believe in you. Let's go make *profit without pressure* a reality.

Ann Saunders