

A PRACTICAL WEEKEND GUIDE

10 Digital Products You Can Create and Sell **This Weekend**

A practical guide for complete beginners. No design skills, no technical knowledge, no big following required.

By My Sell System

mysellsystem.com

Introduction

You do not need months of preparation to start making money with digital products. You do not need design skills, technical knowledge, or a big following. You just need the right product idea and a few hours of focused work.

This guide gives you 10 specific digital products you can create from scratch over a single weekend. Each one has been chosen because it sells well, is quick to make, and requires nothing more than a standard Canva account and a laptop.

For each product, I have included what it is, why it sells, how to create it, and where to list it. No fluff. Just the steps.

If you want to go deeper and get 136+ done-for-you templates, in-depth lessons, platform guides, and the full business system, check out My Sell System at mysellsystem.com/course/. But this guide alone is enough to get your first product live and listed this weekend.

Let's get into it.

1

Social Media Template Pack

WHAT IT IS

A set of 20-30 Instagram or Facebook post templates in Canva.

WHY IT SELLS

Every small business owner needs social media content but most hate creating it. A ready-made template pack saves them hours every week. This is one of the most popular digital products on Etsy.

HOW TO CREATE IT

- Open Canva and create an Instagram Post (1080x1080)
- Design 25 templates in a consistent style: quotes, tips, promotions, testimonials, announcements
- Use 2-3 fonts max and a cohesive colour palette
- Export as a Canva template link or PDF
- Time: 3-4 hours

WHERE TO SELL

Etsy, Gumroad, Creative Market

PRICE RANGE

£5-15

2

Budget Planner Spreadsheet

WHAT IT IS

A Google Sheets or Excel budget tracker with categories, formulas, and a clean design.

WHY IT SELLS

Personal finance is one of the biggest niches online. People search for budget templates every single day. Low competition for well-designed ones.

HOW TO CREATE IT

- Open Google Sheets
- Create tabs: Monthly Overview, Income, Expenses, Savings Goals, Debt Tracker
- Add formulas that auto-calculate totals and remaining budget
- Style it with colours, borders, and clear headers
- Write a short instruction page
- Time: 2-3 hours

WHERE TO SELL

Etsy, Gumroad, your own website

PRICE RANGE

£3-10

3

Printable Wall Art (Set of 5)

WHAT IT IS

Minimalist quote prints or abstract art that customers download and print at home.

WHY IT SELLS

Printable art has been an Etsy bestseller for years. Zero production cost, infinite inventory. Customers love it because it is instant and affordable.

HOW TO CREATE IT

- Open Canva, set dimensions to A4 or 8x10 inches
- Design 5 prints in a cohesive style: motivational quotes, minimalist line art, or abstract designs
- Export as high-resolution PDF
- Bundle them as a set
- Time: 1-2 hours

WHERE TO SELL

Etsy (the top marketplace for printable art)

PRICE RANGE

£3-8 per set

4

Recipe eBook

WHAT IT IS

A short eBook with 10-15 recipes around a specific theme (meal prep, air fryer, 15-minute dinners).

WHY IT SELLS

Food content is evergreen. Niche recipe books sell well because they solve a specific problem. "30 Air Fryer Recipes Under 500 Calories" is more appealing than a generic cookbook.

HOW TO CREATE IT

- Pick a specific niche (not just "recipes")
- Write or curate 10-15 recipes with ingredients and steps
- Design it in Canva using an eBook template
- Add a cover page, table of contents, and photos (use stock photos from Unsplash, which cost nothing)
- Export as PDF
- Time: 4-6 hours

WHERE TO SELL

Etsy, Gumroad, Amazon KDP

PRICE RANGE

£5-12

5

Digital Planner

WHAT IT IS

A hyperlinked PDF planner that works on tablets (iPad, Samsung) with apps like GoodNotes or Notability.

WHY IT SELLS

The digital planning market has exploded. People love planners that look beautiful and work on their devices. Once you make one, it sells indefinitely.

HOW TO CREATE IT

- Design in Canva or Keynote/PowerPoint
- Create monthly, weekly, and daily spread pages
- Add hyperlinked tabs for easy navigation
- Export as PDF with clickable links
- Time: 4-6 hours (more complex but higher price point)

WHERE TO SELL

Etsy, Gumroad, your own website

PRICE RANGE

£8-25

6

Checklist Bundle

WHAT IT IS

A set of printable or digital checklists for a specific topic (wedding planning, moving house, new baby, business launch).

WHY IT SELLS

People love structure. Checklists remove the stress of figuring out what to do. They are incredibly quick to create and have wide appeal.

HOW TO CREATE IT

- Pick a life event or process (moving house, starting a business, meal planning)
- List every step in logical order
- Design a clean checklist template in Canva
- Create 5-10 checklists in the bundle
- Export as PDF
- Time: 1-2 hours

WHERE TO SELL

Etsy, Gumroad

PRICE RANGE

£3-8

7

Instagram Story Templates

WHAT IT IS

20-30 Instagram Story templates (1080x1920) designed for a specific niche (fitness, food, beauty, business).

WHY IT SELLS

Stories drive engagement on Instagram but most people do not have time to design them daily. Niche-specific templates sell better than generic ones.

HOW TO CREATE IT

- Open Canva, select Instagram Story dimensions
- Design 25 templates: polls, questions, announcements, testimonials, product features
- Keep a consistent style with 2-3 fonts and a colour palette
- Export as Canva template link
- Time: 3-4 hours

WHERE TO SELL

Etsy, Creative Market, Gumroad

PRICE RANGE

£5-15

8

Workbook or Journal

WHAT IT IS

A printable or digital workbook with prompts, exercises, and space for writing. Topics: gratitude, goal setting, self-care, business planning.

WHY IT SELLS

Workbooks combine education with action. They feel more valuable than a simple PDF because the customer uses them actively.

HOW TO CREATE IT

- Choose a topic with emotional pull (gratitude, manifestation, productivity, anxiety management)
- Write 20-30 prompts or exercises
- Design in Canva with clean layout and plenty of white space for writing
- Add a cover, introduction, and section dividers
- Export as PDF
- Time: 3-4 hours

WHERE TO SELL

Etsy, Amazon KDP, Gumroad

PRICE RANGE

£5-15

9

Email Newsletter Templates

WHAT IT IS

Pre-designed email templates that businesses can copy and customise for their newsletters.

WHY IT SELLS

Email marketing is essential for every business but designing good emails takes time. Templates save hours and look professional.

HOW TO CREATE IT

- Design 10 email layouts in Canva (welcome email, product launch, weekly newsletter, sale announcement, etc.)
- Make them clean, modern, and easy to customise
- Include instructions on how to use them
- Export as PDF with Canva template links
- Time: 3-4 hours

WHERE TO SELL

Etsy, Gumroad, Creative Market

PRICE RANGE

£8-20

10

Notion Templates

WHAT IT IS

Pre-built Notion workspaces for specific use cases (project management, content calendar, habit tracker, CRM).

WHY IT SELLS

Notion has millions of users and many of them pay for well-designed templates. The market is growing fast and there is room for niche templates.

HOW TO CREATE IT

- Build a workspace in Notion with databases, views, and automations
- Focus on a specific niche (freelancers, students, content creators)
- Add clear documentation
- Share via Notion's template duplication link
- Time: 3-5 hours

WHERE TO SELL

Gumroad, Notion template marketplaces, Etsy

PRICE RANGE

£5-20

What Next?

You now have 10 products you can create this weekend. Pick one. Just one. Make it today, list it tonight.

The biggest mistake people make is waiting until everything is perfect. It does not need to be perfect. It needs to be listed. You can improve it later based on what sells.

If you found this guide useful and you want the complete system for building a digital product business, including 136+ done-for-you templates, in-depth lessons, platform guides, and a step-by-step course that covers everything from niche selection to scaling, check out My Sell System.

READY TO GO DEEPER?

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