

## CHECKLIST

# How to build a digital product in Podia

This checklist shows you how to set up a digital product in Podia. You can create a digital download, coaching session, course, bundle, webinar, or anything else you like. (For this checklist, we'll make a digital download.)

Before you start, [grab your Podia account here](#). You can sell unlimited digital products and courses during the free trial and on all paid plans.



## Add your product

First, connect your payment processor so you can receive payments.

☐ **Connect your payment processor.**

[Click on "Settings," then "Payments"](#) to connect Stripe or Paypal.

Next, add a new product to Podia by clicking ["Products" and "New Product"](#) in the top menu.

☐ **Type a name for your product and click "Digital download".**

If you're making a different product type, you can choose the one that best matches your product.

☐ **Upload a file to your digital download.**

Click "Choose files" to select a file from your computer. You can add as many files as you like.

☐ **Organize your files into sections.**

If you have a lot of files, you can choose to organize them into sections by clicking "New section."

☐ **Add a name, cover image, and description for your product.**

You can do this in the "Details" tab. You can also add product categories and turn comments on or off.



☐ **Set a price for your product.**

Click on the product's pricing tab and choose if you'd like to make your product free, free email delivery, waitlist, or paid.

☐ **Set your product's availability in the "Availability" tab.**

You can choose if your product is available for purchase, email sign up, or unavailable. You can also make it hidden or visible on your site, and set parameters like seat limits, access durations, and start dates.

☐ **Publish your product to turn your product live.** 🎉

Check out this help doc for more tips on [connecting your payment processor](#) and this help doc for [tutorials about adding products](#).



## Set up a sales page for your product

Podia includes a [full website](#) and unlimited sales pages. When you publish a new product, Podia automatically creates a sales page using the title, description, and cover image you added earlier.

☐ **Go to your product sales page.**

[Click the three dots next to your product's name](#) and select "Edit sales page."

☐ **Adjust the top banner section.**

Click on the premade section. You can adjust the product details like the product name, image, and description in the "Content" tab. You can update the image layout, appearance, and colors in the "Design" tab.

☐ **Add a section to your sales page.**

Click the plus sign anywhere on the page to add a new section. A section menu will open in the left sidebar and you can choose which type of content you'd like to add.



☐ **Complete your page settings.**

Click on your product's name in the top left corner to open the website menu. Scroll down to the products section and click the gear next to the product sales page you're editing. Add a page title, description, URL, and social image.

☐ **Toggle on "Show in search results."**

Use this feature if you'd like your sales page to appear when people use search engines.

☐ **Click "Publish" to make your sales page live.**

Or you can click "Done" to save your work.

[See this help doc](#) for more tips on building sales pages in Podia.

You can find more tips for building products in Podia in the [Help Center](#).

