

Case Studies: Profiting From Digital Online Training Courses

20 Successful Digital Products That Generated Over \$3+ Million Dollars In Sales

Below you can study this collection of 20 case studies. Each features a successful entrepreneur who launched and ran successful digital product businesses. It was curated from the Internet and includes a link to each more detailed case study you can browse on the web.

Before you continue reading the case studies, remember to claim your early access seat in PushButton.ai When you do, we will give you everything you need to succeed with an online digital product business...

Dreaming of Your Own Digital Product Empire?
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How They Launched an Online Course

And Made \$220,750 In 10 days

Bryan Harris launched his online course and made over \$200,000 in just 10 days.

In its first 24 hours, the course made \$72,000.

How did they do it?

They started with a blog. Yup... just a regular old content blog site.

Well, what they emphasized the most was to do just do it. Forget about the fear and hesitation, just dive in.

The digital product industry is presenting an enormous opportunity that we may never see ever again. It's something that anybody can be successful in with some time and energy invested.

A large portion of their sales were made before the course was even created.

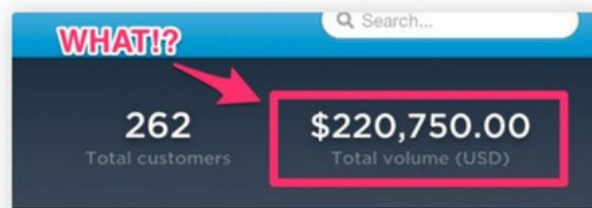
They launched the course to the most active segments of their email list, which they had built by offering free value on their blog.

See the full breakdown on how Video Fruit did it [here](#)

How we launched an online course and made \$220,750 in 10 days

18 months ago, this blog didn't exist.

Then last month I used it to launch a new online course that produced more revenue than my entire gross income from 2008 to 2011 combined.



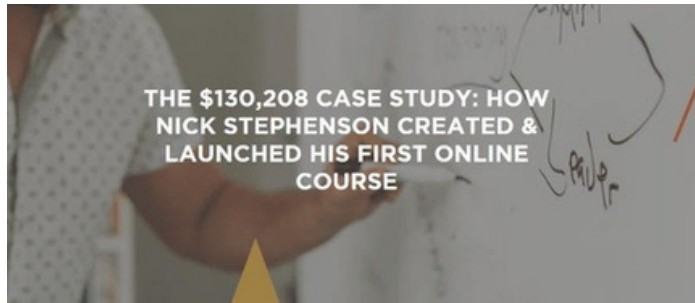
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THE \$130,208 CASE STUDY: HOW NICK STEPHENSON CREATED & LAUNCHED HIS FIRST ONLINE COURSE

Nick Stephenson created a course about how to publish a book.

Like many of the other case studies here, Nick arranged his launch around the concept of providing free value to people.



At first he used a PDF lead magnet to build his list, then he upgraded to a 3 part video series. These videos offered an insane amount of free value, attracting the attention of some major blogs and podcasts. He used this opportunity to promote

himself on these podcasts for around a month, growing his list from 1,500 to 3,500 during that short amount of time.

From that list, he promoted his \$597 course and made 6 figures in the first week.

Nick's advice?

Get started right now.

The digital product industry is a multibillion dollar industry that's growing at an explosive rate, ESPECIALLY right now in the middle of this pandemic.

See his whole interview [here](#).

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The Truth About Abs: How To Make \$1,000,000 Per Month with Digital Products

Mike Geary makes just shy of \$1,000,000 every month with his ebook product: “The Truth about Six-Pack Abs”. It’s sold more than 500,000 copies since 2005.

He publishes a health and fitness newsletter to a 680,000 audience with a large content based website that complements the newsletter.

With commitment, Gary saw his digital product business grow exponentially. He says:

“To be honest, I was a little slow in learning marketing and building the business, so it took me about five years to get to those numbers. About two years into this venture, I was finally making about \$50,000 per year with the online business. As I explained above, growth exploded once I quit my corporate job, and my earnings increased about 10x the following year. Growth in following years went to \$3.6 million, then \$6 million, and finally \$11 million in annual revenue. “

His digital product business has given him a lifestyle of freedom. The passive income from his ebook allows him to do whatever he wants.

Mike started out knowing nothing about marketing, nothing about digital product.

Read about Mike’s success [here](#).

NOVEMBER 2, 2011 BY TIM FERRISS

The Truth About Abs: How To Make \$1,000,000 Per Month with Digital Products (Plus: Noah Kagan results)

449 COMMENTS

TOPICS: ENTREPRENEURSHIP, INTERVIEWS, MUSE EXAMPLES

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How Ryan Buckley (Really) Made \$1,000,000 Selling E-Books

There are people out there becoming ebook millionaires.

The formula they follow to get started is not that complicated.

Ryan broke a million dollars in ebook sales by doing the right research and by automating his business.

Ryan conducts detailed research into what kind of research is in demand. He questions his list, uses powerful research tools, and consults professionals.

In Your First Digital Product Business In 5 Days Challenge Bill outlines his research process and how you can find out what exactly is in demand.

Not only does Ryan conduct exceptional research, he works to automate or outsource many steps in the process of publishing his ebook.

Read about his experience [here](#).

APRIL 4, 2013 BY TIM FERRISS

How to (Really) Make \$1,000,000 Selling E-Books – Real-World Case Studies

376 COMMENTS

TOPICS: MARKETING, WRITING AND BLOGGING

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[Webinar Case Study] How Jon Made \$13,420

Selling Training On How To Do Webinars!

Here's an interesting case study: How this guy created training on how to do webinars and then he sold it on a webinar.

Jon made a whopping \$13,420 with just ONE webinar. How did he do this?

Jon offers a \$997, high-ticket course on how to use webinars called the Webinar Mastery Academy.

He hit his existing email list to get webinar attendees.

He ran 3 different campaigns to his list depending on behavior in relation to past webinars: signed up

but didn't attend, attended but didn't buy, and bought live on a past webinar.

Each segment got a different sequence.

This was his only source of traffic.

He organized these campaigns to be highly effective, optimizing each step of the process.

He built a highly optimized landing page for his list to sign up to the webinar.

[Webinar Case Study] How I Hosted a
\$13,420 Webinar Campaign



You can read the full story: [here](#).

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to make it happen!

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How Derek Made \$18,000 in 48 Hours With His First Course Launch

Derek created a course for authors that made \$18,000 in its first 48 hours. He says that for his course, he first wrote everything up in a big Word file and then split the content up into multiple media forms, including video, PDF files, and workbooks.

He marketed to his 25k member list, which he says he grew through offering free content, like ebooks on Amazon and through his free blog.

Derek shied away from doing hard selling.

His strategy was to provide 80% value content and soft sell 20% of the time.

He did this in his email list by emailing valuable content, on his social media by sharing his success and his stats, and on ebook marketplaces by offering free/cheap ebooks that provided real value.

You can read more on how he did it: [here](#).

How I made \$18,000 in 48 hours with
my first course launch (with no
webinar and no affiliates)

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Online Course Case Study: The \$10,000 Launch

After working 5+ years in the field of data science, Tomi decided to launch a website on the subject.

The site was centered around promoting his 6-week course on getting started in data science.

He drove traffic to his course by growing his site as a blog. Over the course of 18 months, he grew his data science blog to 20,000 unique visitors a month.

From this traffic, he began to promote his course, which generated thousands of dollars.

At first he sold the course for \$60, but later decided to sell it for \$497.

At \$497, this course brought in 23 students, making for over \$10,000 in sales.

Read more about his launch: [go here.](#)

Online Course Case Study: the \$10,000 Launch

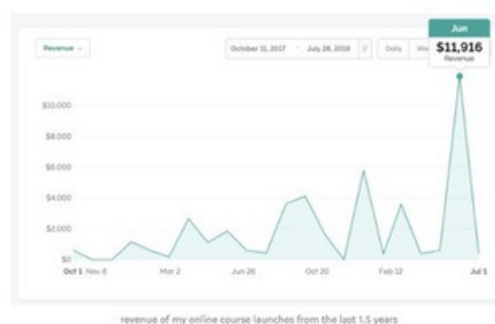
I've been working on my 6-week online course for 2 years. And my latest launch reached the \$10,000 dream target in revenue.



Tomi Mester [Follow](#)
Aug 5, 2019 · 14 min read



In this article, I'll share everything that I've done in the last few years — everything — to give you ideas and inspiration for creating your own online courses.



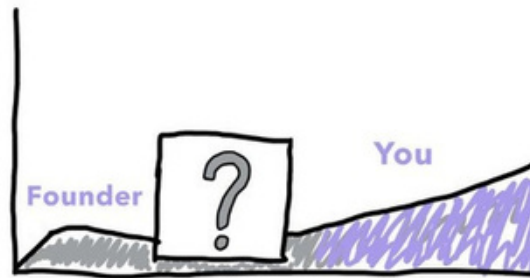
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How Ryan Made \$20,739 from a Niche Course Launch

Ryan launched a course on entrepreneurship to his modest list (700 email subscribers, 3,000 Twitter followers, under 4,000 YouTube subscribers).



How I Made \$20,739 from a Niche Course Launch

MARKETING JULY 31, 2019 4 COMMENTS SHARE 6

It made \$8,000 in its first 22 hours.

The secret?

Ryan had built a modest, but devoted following online, offering free, valuable content whenever he could.

This small following, loving what Ryan offers, jumped at the opportunity to buy his new course.

The trend we're seeing?

It's not THAT hard.

Many people never dive into elearnng because they think it's impossible.

It's not.

With even tiny followings, people have had incredibly successful launches with their digital product product.

The trick is to just start covering something you intimately know about.

Read about Ryan's launch: [go here](#).

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\$30,000 ONLINE HEALTH COURSE LAUNCH CASE STUDY

Matt launched an online course on health for a client of his.

He launched by hitting a segment of their email list – this segment was only a few hundred people.

Many people have the misconception that you need a huge list with thousands of people before you can start promoting a product.

This isn't true.

Many hyper successful launches are to small, tight-knit lists that know the author very well.

You can do this.

The product Matt promoted was \$2,497. Many of the other products on this case study collection are very expensive as well.

People are willing to pay a lot of money for expertise.

Offer yours and get paid well.

Read about Matt's overall strategy: [go here](#).



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[CASE STUDY] OVERCOMING OBSTACLES TO JENNIFER'S FIRST (\$30,000) COURSE LAUNCH

Digital product: one of the few industries where you can make \$30k on your first launch.

Jennifer, despite dealing with multiple personal problems throughout her launch, saw \$30,000 on her very first course launch.

She launched this course for the high-ticket price of \$5,000!

Her strategy?

Highly develop her relationship with a list of just 350.

She sold a \$5,000 product to an email list of realtors, we can help you do the same.

Hear about her experience: [go here.](#)



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EBook Launch Case Study: How Doug Made \$3000 In 2 Weeks With An Email List Of Just 2,500

Doug published a niche ebook with a concentrated multichannel marketing campaign. The results? His ebook earned him \$3,000 in 2 weeks with a list of just 2,500. Doug wrote about a very particular niche something in which he was very familiar with: MIDI. MIDI is a music software that not too many are familiar with.

Doug's knowledge in this relatively small area enabled him to successfully launch his book with relatively little effort.

To build his list and sell his book, Doug used a combination of Facebook ads, a functional landing page, and a robust email sequence for his new subscribers.

Doug's takeaway?

The entire experience was fun and exciting, and that if you're considering launching an ebook you just need to do it.

Hear about Doug's experience: [go here](#)



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How Sujan Sold 40K+ Copies of His Ebook

Sujan wanted to have a big ebook launch as a part of his plan to grow his personal brand.

After a lot of research, planning, and hustling, Sujan's book launch was a success.

He sold 40,000 copies and earned over \$120,000 in ebook sales.

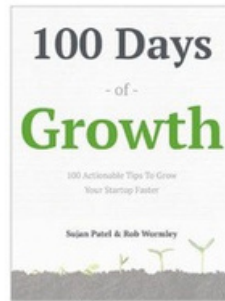
Digital product pays well.

Though, Sujan says that the 6-figures his book produced wasn't the biggest benefit he got out of the project.

His ebook played a big role in developing his personal brand.

People became aware of who he was he was able to use his ebook to grow the rest of his digital product empire.

Sujan used a lot of networking.



How I Sold 40K+ Copies of My Ebook



12/11/2017 • Marketing • 10 MINUTES READ



He showed up on podcasts, wrote guest blogs, and wrote on Quora to promote his book.

Read about Sujan's experience: [go here](#).

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Case Study – How David Made \$13,000

Selling a Book Online

David made \$13,000 in his first two months selling a book online. He did this while working a full time job and getting involved with a bustling startup.

The great thing about his ebook campaign:
no physical product.

No inventory, no shipping, none of the time, money or energy associated with physical ecommerce.

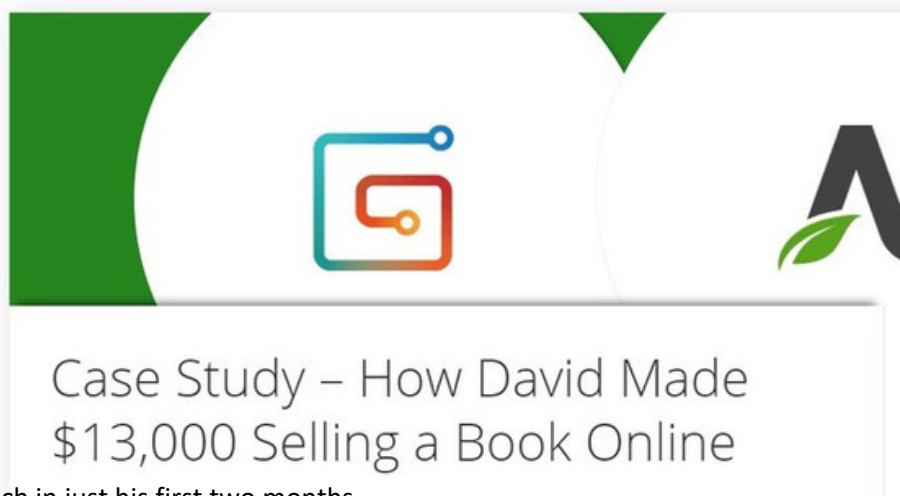
This is the major benefit of digital product.

David's major key to a successful product launch?

An email automation sequence that he setup to nurture new leads into purchasing his book.

As a result, he saw that \$13,000 product launch in just his first two months.

Read about David's launch here: [go here](#)



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How Tom Sold 300,000+ Books without a Big Marketing Budget

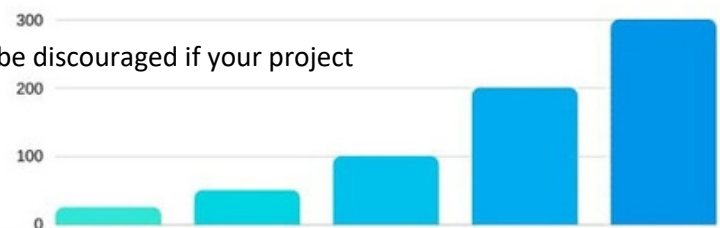
The first year Tom and his team launched their book, it was a flop. With only 600 sales the entire first year, most people would give up on the project and move on. But, with a few clever, low-cost marketing campaigns Tom found massive success, selling over 300,000 copies of his book at the time of his case study. Tom mostly sold through Amazon, taking advantage of frequent sales events to push his book, requiring a small marketing budget to succeed.

The takeaway? Success often starts slow. Don't be discouraged if your project isn't an overnight success, if you stop now you might miss when it hits big.

Read about Tom's book here: [go here](#)

How We Sold 300,000+ Books without a Big Marketing Budget

by Tom Corson-Knowles | 8 Comments



**HOW WE SOLD 300,000+ BOOKS
WITHOUT A MARKETING BUDGET**



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How To Sell Information Products

(Six-Figure Case Study)

Stefan managed to use his ebook to rake in \$100,000 over the course of 3.5 years – all while being a full time college student. How did he do it?

Stefan found a very specific niche of German college students navigating the financial aid system.

To help them, he wrote an ebook targeted at people getting college grants in Germany.

He did almost all of the work up front, building an automated system that brought in an average of \$19,000 in profit every year for the next 3 years.

That's the beauty of digital product.

Not only is it in high demand since the quarantine, it's one of the most hands off business models after you set everything up.

Stefan's strategy worked because he ran a highly targeted ad campaign, reaching customers for very cheap because he targeted the exact people who were looking for his information.

Not only that, but the extra \$19k in automated profit every year enabled Stefan to focus on his studies in college and not to worry about finances. Read his story here: [go here](#)

How To Sell Information Products (Six-Figure Case Study)

JANUARY 31, 2014 ADVERTISING CASE STUDIES



My favorite research tool: idea books

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Book Launch: How Sam Pre-Sold His New Book (and Made \$8,268.54 in 7 Days)

How would you like to see \$8,000 in a week?

Sam did this with his book called Made To Scale.

The crazy thing is that the \$8,000 was made in pre-sales.

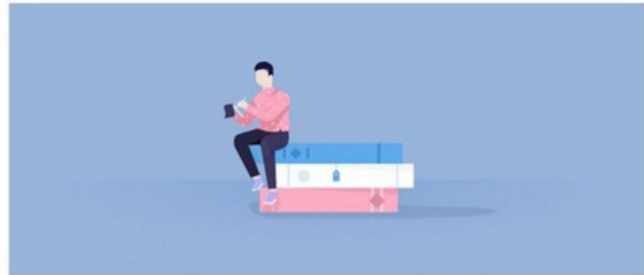
\$8,000 was paid for a book that didn't exist at the time.

This practice is actually incredibly common.

In the digital product industry, people will sell their product to people before they even make it.

Book Launch: How We Pre-Sold Our New Book (and Made \$8,268.54 in 7 Days)

GROWTH MARKETING



Strategically, this is a genius tactic (just make sure to follow through!)

It gives you time to figure out what your customers want so you can deliver EXACTLY what they're looking for.

You can also get quick cash flow that you can invest back into the product to make it even better.

Sam's successful launch used two important tools:

1. The incentive
2. A creative email sequence sent to his list

Sam offered up a ton of freebies and incentives to his prelaunch customers in order to get the sale.

Freebies like other ebooks, guides, tools, etc.

You can create (or even outsource) freebies as incentives for YOUR digital product product on your first launch!

Sam's other tool was his use of an automated email sequence to capture, nurture, and convert customers.

And to learn more about Sam's launch: [go here](#)

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Publish your Ebook and Earn Money:

How Steve Made \$2,000 from a Kindle Ebook

Digital product is a great industry to break into because everyone has something they can share. Steve, an avid hiker, decided to publish an ebook on something he knew very well: backpacking. His brief ebook on the subject brought him over \$2,000 in sales!

How would you like to make a few thousand dollars teaching people about something you already know very well? You don't have to worry about the hassle of physical products. No shipping, no inventory, no returns or faulty products. This is made even better by the fact that so many ebooks are incredibly short! There are many best selling Amazon ebooks that are as low as 6,000 words. That's essentially a really big blog post, or a moderate college paper.

Many ebooks are pieced together from recycled content. Have a blog that you've been running for a while? Cobble all of your posts into a 10,000 word ebook and publish it. Are you an avid user of Quora? Piece your answers into a useful ebook that you can sell for \$5.99! Read more about Steve's book [here](#)



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How Nathan Barry Made \$12,000 in eBook Income in 24 Hours

Nathan made more than double the amount his office job paid him with information products. His two eBooks made him \$85,000 in a year, and one of them brought in \$12,000 in its first 24 hours.

To many, this may seem like a fluke.

You go check out Nathan's online presence today and he has a well established personal brand with thousands of eyes on him.

But, when he made \$145,000 in his first year of self-employment, Nathan's blog was barely getting 100 readers a day.

Nathan gives two personal pieces of advice on how to succeed in the digital product space:

1. You don't need to be popular to make money
2. You don't need to spend a lot of time on a product to make money

Like many of the other case studies on this list, Nathan made his money with a fledgling blog and only a decent email list.

It took Nathan 3 months to build his first ebook, which was on app creation.

Since then, his ebook has brought him well over \$100,000 in sales.

How would you like to make 6 figures from 3 months of work, or \$33,000+ per month?

Nathan's main strategy was simple: create an optimized sales page and an email list to send to that page.

Read how Nathan did it [here](#).



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How Dorie Clark Built a 6-Figure Online Course in Five Months

Dorie did something genius.

She launched an online course based on a book she had written the year before.

This course went on to generate \$118,010 in sales within its first five months.

Why was this move genius?

She used her new course to expand her brand while maintaining a level of consistency with the book she had written prior.

This consistency makes her audience more attracted to what she had to offer.

Dorie explains that one of her winning strategies was to build up an adoring email list that would jump at the chance to buy her course.

She offered an incentive that viewers would have to opt in to her list to receive.

Constructing a course and then launching it may seem like a daunting task, so you just never do it.

But it often ends up being much easier and much more lucrative than you thought.

So why not dive into digital product?

Read more about Dorie's course [here](#)



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The Product Launch Formula Matthew Used To Make \$134,171 In 6 Days

Here's how Matthew's first week went on his new course:

Day 1: \$30,027

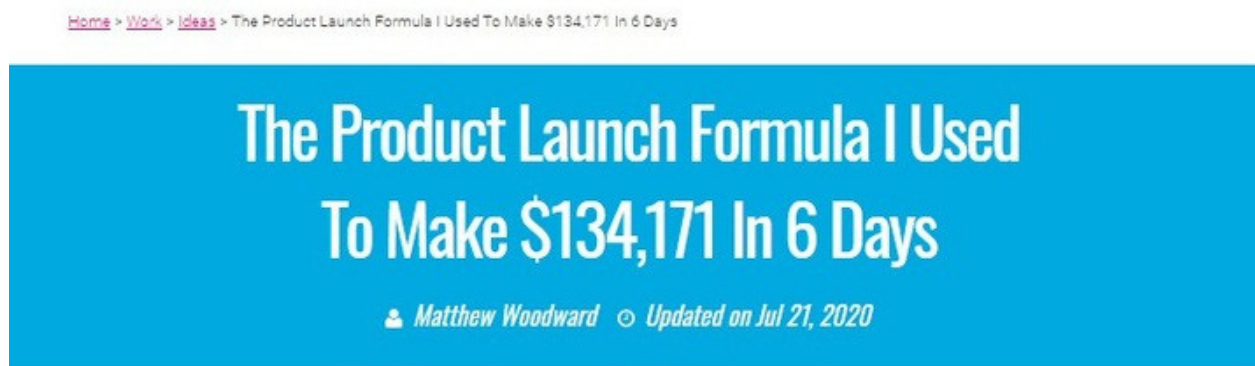
Day 2:
\$15,264

Day 3: \$9,810

Day 4:
\$22,701

Day 5:
\$45,025

Day 6:
\$11,344



On just day 5 alone he made \$45,000!

Imagine making the average yearly salary for Americans in just one day...

His product?

A course on blogging.

His launch campaign consisted of 4 different sales videos being sent over email to his list.

While anybody can see success in digital product, Matthew saw his massive success because he had been consistently building an audience over the course of years.

He provided free content and connected with his audience before selling them anything .

Read more about Matthew's launch [here](#).

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