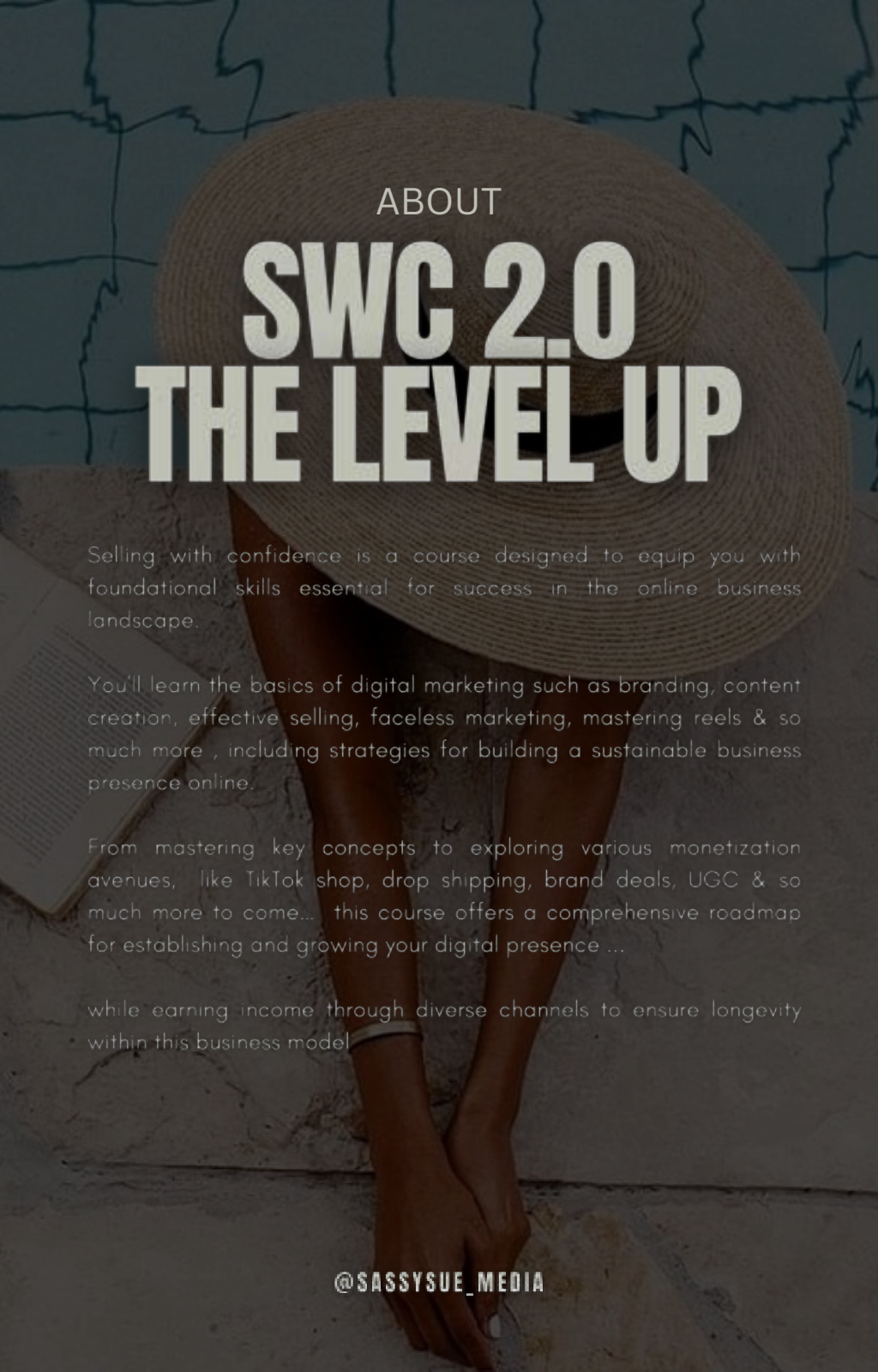


SNEAK PEEK INTO
SWC 2.0
THE LEVEL UP
AFFILIATE PROGRAM

LEARN WHY SWC IS TAKING DIGITAL MARKETING TO THE NEXT
LEVEL WITH MULTIPLE STREAMS OF INCOME

@SASSYSUE_MEDIA



ABOUT **SWC 2.0** **THE LEVEL UP**

Selling with confidence is a course designed to equip you with foundational skills essential for success in the online business landscape.

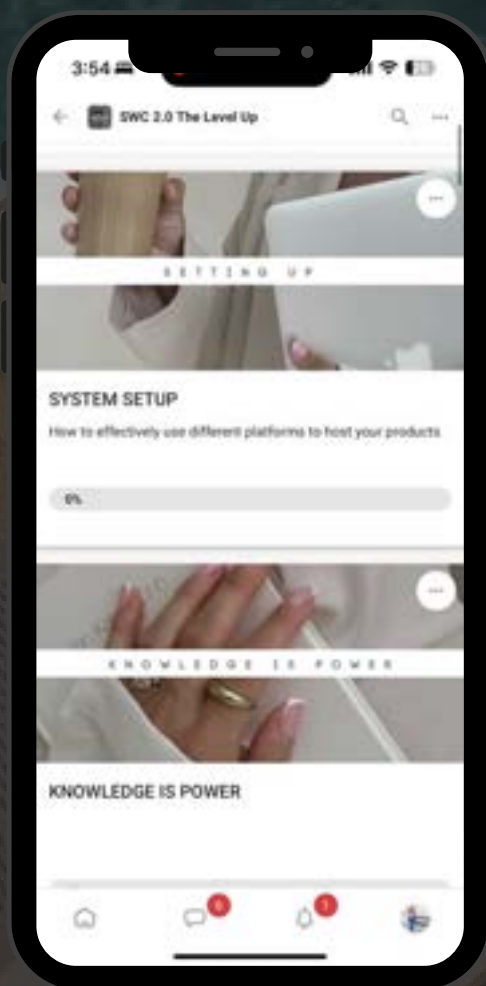
You'll learn the basics of digital marketing such as branding, content creation, effective selling, faceless marketing, mastering reels & so much more , including strategies for building a sustainable business presence online.

From mastering key concepts to exploring various monetization avenues, like TikTok shop, drop shipping, brand deals, UGC & so much more to come... this course offers a comprehensive roadmap for establishing and growing your digital presence ...

while earning income through diverse channels to ensure longevity within this business model

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TAKE A LOOK INSIDE



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CURRENT MODULES

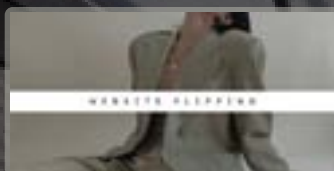
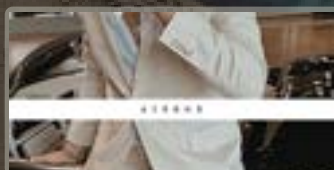
Intro to Digital Marketing
Setting up your Systems
Knowledge is Power
The Game Plan
First Impressions
All Things Confidence
Effective Selling
Instagram Blueprint
Mastering Reels
Going Faceless
Email Marketing
Selling on Tiktok
AuthenticY Matters
Consistence is Key
All things Branding
Drop Shipping
PLR Vault
Let's Talk Mindset

UGC
A Day in The Life
Live Recordings
Creating on Canva
The Content Vault
Your Own Digital Product
Let's Talk Taxes
What NOT to do in DM
Securing the Brand Deal
Apps for Visuals
TikTok Mastery
Branding Essentials
Sales Mastery
Selling on Etsy
Selling on Pinterest
Content Mastery
FacelessFLIX

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New Modules

LEARN MULTIPLE STREAMS OF INCOME



10 NEW MODULES COMING SOON

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Updates



90/10 Affiliate Share

Daily hands on Tech Support Chat

One Tech Support Zoom Call

Customer Support

2 weekly Powerhour Calls with Creators

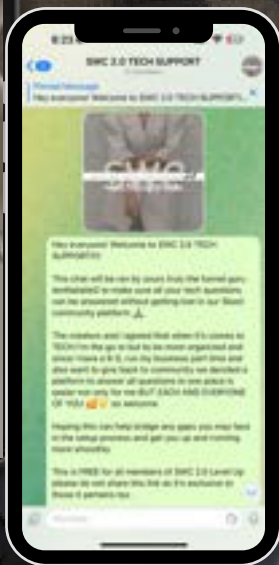
Instagram & TT Audits during Powerhour

Monthly Additions to Course

New Monthly Content Vault Drops

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EXCITING UPDATE

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CUSTOMER SERVICE SUPPORT

HUGE UPDATE

Wanting members accepted quicker, want messages answered in the community, even to filter through the noise and make sure our community is a judgement FREE zone

We will have someone in charge just for us

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NEW • NEW • NEW



LET'S TALK MINDSET

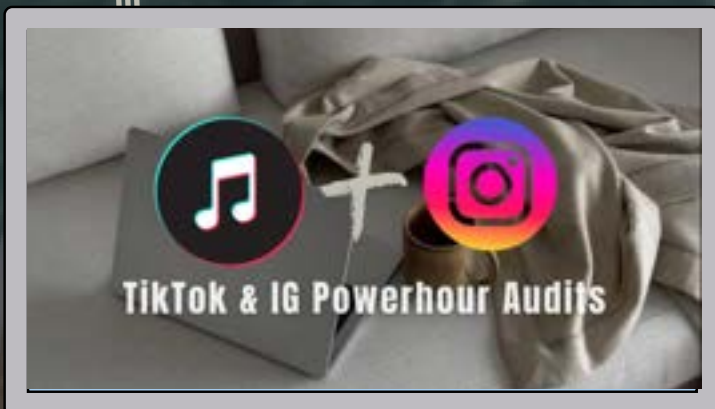
BUILDING A STRONG MINDSET

SWC 2.0 THE LEVEL UP

POWERHOUR WITH CREATORS

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• NEW • NEW • NEW • NEW •



SWC 2.0 THE LEVEL UP

POWERHOUR WITH CREATORS

@SASSYSUE_MEDIA

WHAT IS DIGITAL MARKETING?

Welcome to digital marketing, where endless possibilities await your brand.

Digital marketing in the most basic terms is the art of selling products, typically digital ones, using online platforms like Instagram, TikTok, Pinterest, Facebook etc. It is one of the biggest opportunities to make an online income for complete beginners since it's a low-cost but high-return system.

You can create and sell your own digital downloads, such as ebooks, workbooks, content creation templates, website layouts, courses, and more.

You also have the option to "content repurpose" and sell products that are "done-for-you" aka MRR, PLR rights and even AFFILIATE PROGRAMS.

I'm sure you're wondering what that means, haha I'll explain that on the next page! Typically these products are either low-ticket or high-ticket, so I'll explain that first!

LOW-TICKET & HIGH-TICKET DIGITAL PRODUCTS

You might be familiar with the terms low-ticket and high-ticket digital products, but what exactly does that mean when it comes to making passive income?

LOW TICKET

Low-ticket digital products refer to more affordable digital items, typically priced between \$20 and \$100. Their lower price point makes them easier to sell and more accessible to a broader audience. These products, like ebooks or guides are particularly favorable for beginners due to their simplicity in creation.

HIGH TICKET

On the flip side, while high-ticket digital products come at a higher price point they typically offer extensive value and in-depth content. While they require more effort to create and sell, the returns are significantly higher. Common examples include courses and coaching programs.

AFFILIATE

If you buy a product that comes with an affiliate share you will make a commission for the product you are promoting. Never seen before will you will be given 85% of each sale. The bonus you won't have to wait 30 days to see your payout. At SWC we value our members so payouts will be granted weekly.

BUILD YOUR DIGITAL PRESENCE

Now that you understand digital marketing basics, let's create a strong online foundation:

Professional Website:

Your website is your digital storefront. Learn to make it effective with user-friendly design and engaging content.

Engaging Social Media Profiles:

Craft compelling profiles across platforms, optimizing them for consistent branding and meaningful engagement.

Brand Consistency:

Maintain a cohesive brand image across all digital channels, ensuring a unified and memorable brand experience.

Trust Through Transparency:

Build trust with transparent communication, authentic storytelling, and showcasing customer testimonials.

User-Generated Content:

Encourage your community to share experiences. Leverage user-generated content for authenticity.

Monitor Online Reputation:

Protect your brand's success by effectively monitoring and managing your online reputation.

SOCIAL MEDIA MASTERY

Welcome to social media marketing, where connections thrive, brands flourish, and engagement is key. Let's dive into the essentials:

Choose the Right Platforms: Select platforms aligned with your goals. Whether Instagram for visuals, Twitter for updates, or LinkedIn for networking, understand your audience for platform selection.

Content Creation

Tips: Craft engaging content with visuals, captions, and interactive elements. Explore storytelling and authenticity to resonate with your audience.

Brand Awareness on Social Media: Boost brand visibility using hashtags, collaborations, and viral strategies. Expand your reach across social platforms.

Foster Engagement and Build Community: Create meaningful connections through interactive posts, polls, and discussions. Turn followers into a loyal community around your brand.

Social Media Analytics: Understand performance with analytics tools. Track metrics, measure campaign success, and adjust strategies based on data-driven insights.

Stay Relevant with Trends: Explore emerging trends and features. From live video to augmented reality, keep your social media strategy fresh and engaging. As you navigate social media, remember authenticity and connections drive success.

MASTERING EMAIL MARKETING

Welcome to direct and personalized communication—email marketing.
Let's dive in:

Build Your Email List:

Learn effective strategies to grow your subscriber base using lead magnets, compelling forms, and ethical incentives.

Craft Compelling Campaigns:

Create emails that capture attention, exploring successful campaign elements like subject lines, content, and calls-to-action.

Personalize with Segmentation:

Understand the power of segmentation—tailor content for different subscriber groups, enhancing relevance and engagement.

Efficient Automation:

Save time with automation tools for welcome emails, drip campaigns, and more. Learn best practices for nurturing leads and improving customer relationships.

Mobile-Friendly Design:

Ensure your emails look great on any device. Explore responsive design principles for concise and visually appealing content.

Measure Success with Metrics:

Use key metrics like open rates and conversion rates to assess campaign effectiveness. Make data-driven improvements for impactful results.

Build strong relationships with subscribers on your email marketing journey.

MASTER CONTENT MARKETING

Welcome to content marketing, where creativity meets strategy.

Importance of Valuable Content:

Discover why valuable content is crucial for successful digital marketing. Learn how it builds trust and positions your brand as a leader.

Impactful Blogging:

Explore blogging's role, creating engaging posts for traffic and improved search rankings. Discuss content planning and effective storytelling.

Video Content Mastery:

Unlock the power of video creation, from short-form for social media to longer content for websites or YouTube. Explore scripting, editing, and viewer engagement.

Diverse Content Formats:

Beyond blogs and videos, explore infographics, podcasts, and interactive content. Learn to leverage these formats for a broader audience.

SEO Basics for Visibility:

Optimize content for search engines with SEO basics—keyword research, on-page optimization, and content alignment with search intent.

Consistent Content Calendar:

Create a content calendar for a steady flow of valuable content. Discuss planning, scheduling, and maintaining consistency for audience engagement.

Quality and relevance are key in content marketing. Get ready to harness the true power of content marketing!

SEO ESSENTIALS

Welcome to the world of Search Engine Optimization (SEO), where strategic efforts boost online visibility.

Understanding Search Engine Algorithms:

Learn how search engines use algorithms to rank pages. Explore the importance of keywords, relevance, and user experience in shaping search results.

On-Page SEO Strategies:

Optimize individual pages with keyword use in titles, meta descriptions, headers, and content. Create high-quality, valuable content aligned with user intent.

Off-Page SEO Tactics:

Boost online authority with off-page strategies like link building and social signals. Understand the impact of a strong online presence beyond your site.

Keyword Research and Implementation:

Explore the art of keyword research and strategic implementation for improved visibility in search results.

Local SEO for Targeted Visibility:

Discover strategies for local SEO to attract local customers. Learn about local keyword targeting, Google My Business optimization, and the importance of online reviews.

Staying Updated with SEO Trends:

Navigate the dynamic SEO landscape with insights into the latest trends. Embrace adaptability and continuous learning for a strong SEO strategy.

Patience and persistence are key in SEO. Get ready to climb the ranks!

ANALYTICS & OPTIMIZATION

Welcome to the analytics and optimization stage of your digital marketing journey.

Introduction to Analytics Tools:

Discover the importance of tools like Google Analytics, social media insights, and email analytics for assessing campaign effectiveness.

Key Metrics for Success:

Dive into crucial metrics like website traffic, conversion rates, and engagement to evaluate digital strategy success.

Iterative Improvements:

Translate data insights into actionable strategies for continuous improvement. Identify patterns and make iterative changes to optimize campaigns.

A/B Testing for Optimization:

Learn the power of A/B testing to refine tactics. Experiment with elements like ad copy and email subject lines to enhance performance.

Attribution Modeling:

Understand the customer journey with attribution modeling. Identify key touch points contributing to conversions and allocate resources strategically.

Custom Reports and Dashboards:

Create personalized reports focusing on relevant data points. Explore the benefits of visualization for understanding complex datasets.

The Feedback Loop:

Collect and analyze feedback from your audience through surveys, social media, and customer reviews. Use insights to refine your strategy.

RECAP & NEXT STEPS

KEY TAKE AWAYS...

Foundational Understanding:

You now grasp digital marketing basics, from channels to SEO, social media, email, content creation, and analytics.

Building a Strong Online Presence:

Establish a compelling digital presence through a professional website, engaging social media profiles, and brand consistency.

Effective Communication:

Master email marketing for direct and personalized communication, building and growing your list, crafting campaigns, and leveraging automation.

Content is King:

Content marketing is crucial—learned tools for blogging, video creation, and diverse formats to engage your audience.

SEO Mastery:

Navigate the search engine landscape with insights into algorithms, on-page/off-page strategies, keyword research, and local SEO.

Analytics and Optimization:

Understand analytics tools, key metrics, and the iterative improvement process for data-driven decisions.

NEXT STEPS

Implement and Iterate:

Put your knowledge into action across digital marketing channels.

Stay Informed:

Keep up with trends, updates, and emerging technologies for relevant strategies.

Engage with Your Audience:

Foster engagement, actively listen to feedback, and adapt strategies to meet evolving audience needs.

Continuous Learning:

Dive deeper into advanced topics, attend webinars, and consider advanced courses for expertise.

Network and Collaborate:

Connect with fellow digital marketers, join communities, and explore collaboration opportunities for new insights and partnerships.

The world of digital marketing is dynamic, and success comes from adapting, innovating, and delivering value. Learn how to get started below.

HOW TO MAKE \$\$\$ WITH DIGITAL MARKETING

Let's break it down step by step.

Step 1: Choosing Your Niche

Start by selecting a niche you're passionate about. We'll guide you through the process and provide examples to spark brainstorming.

Step 2: Creating a Digital Product or Sell a Done-For-You Product. Dive into digital product creation. Explore brainstorming ideas, outlining your product, and choosing the right format, whether it's an ebook, online course, or other digital offerings.

To sell my Done-For-You Product [CLICK HERE](#)

It'll also teach you in depth about digital marketing and can be sold for 85% commission.

Step 3: Setting Up a Platform to Sell Your Product

Set Up Your Stan Store and customize it to your aesthetic. After you put your info in and connect your bank to get paid drop your link in your social media bio.

Step 4: Driving Traffic to Those Products

Driving Traffic Using Social Media Explore various social media platforms like TikTok, Instagram, Facebook, and YouTube to drive traffic to your products.

Learn effective strategies for each platform to maximize visibility and engagement.

Pretty basic steps to creating online recurring revenue online. If you have any questions feel free to reach out.

DIGITAL PRODUCTS EXAMPLES

Ebooks: Short niche-specific educational digital books on various topics.

Online Courses: Starter or beginner courses that are low ticket.

Printable's: Downloadable files such as planners, calendars, and templates.

Digital Art and Illustrations: Artwork available for digital download or printing.

Lightweight Software or Apps: Tools or applications with limited features.

Templates: Digital templates for presentations, resumes, and other documents.

Webinars or Workshops: Short, basic online training sessions

25 NICHE SPECIFIC DIGITAL PRODUCT EXAMPLES

SOCIAL MEDIA

How to Grow Your Social Media
Aesthetic Stories
How to Land Brand Deals

FITNESS

Gym Guide for Beginners
Home Workouts without Equipment
Meal Plan for Fat Loss
How to Stay Fit as a Dad

LIFESTYLE

Recipe and Cooking Ebooks
Weekly and Monthly Planners
Travel Guides
Healthy Grocery Options

EDUCATIONAL

Fluent Language Guide
Guide to Ultimate Discipline
Photography Course
Peaceful Meditation Course
Guide for Optimal Studying habits

FINANCES

Budget Tracker
Bill Tracker Saving Plan
Investment Strategies Course

REAL ESTATE

101 Understanding Mortgages Guide
Real Estate Negotiation Tactics
Home Purchasing Guide

YOU CAN CREATE AND SELL THESE, IT'S EASIER THAN YOU THINK!

Good news! You don't need any special skills to create your own digital product. It's all about knowing how to do it, and trust me, it's not complicated at all.

You can totally do this!

We all have things we're interested in or good at, right? Well, those interests and strengths can be used to help others or share knowledge.

And guess what?

People are willing to spend money on things that make their lives better. So, you've got the potential to create something valuable that people will trust and benefit from!

IMPORTANT TOOLS YOU'LL NEED

Canva: For creating your Digital Products.

StanStore: You will sell your digital products by creating a store here. Then put the link they give you in your bio.

Instagram: Where you will promote your products and reach your target audience.

TikTok: Another important platform you can use for marketing.

Manychat: Automation tool used for responding to DMs and comments on Instagram from your Call To Actions.

SO WHATS NEXT?

Now you are thinking... where do I start? What are my first steps? I got you. First things first, I have an in depth guide on how I grew my Instagram with viral reels and how I started making consistent sales. Only for \$20 and comes with PLR which means the moment you get your hands on it you can resell it for profit

GRAB YOURS HERE



WHAT IF I TELL YOU I HAVE A READY MADE DIGITAL PRODUCT FOR YOU?

YES, that's right. There is a Digital Marketing Course that teaches you everything about creating Digital Products, marketing them and setting up a sales funnel/store so you can be making sales in your sleep. It is an affiliate program. Which means once you purchase it, you can resell it for 85% commission as your first digital product. It enables you to start making money as quick as possible. SWC will also teach how to make income through multiple streams

CLICK HERE TO LEARN EXACTLY HOW I DID WITH SWC

Payment plans are available! This will give you immediate access to the course as well as being able to resell it even before you pay it off in full

HERES THE PROOF IT'S ME!!

Hey Beautiful Souls, I'm Sassy Sue from SassySue_Media!

I'm a proud Military Mama of 4, Accountant, Songwriter, and Digital Entrepreneur with 13+ years of business grit & heart. In May 2025, I said YES to a bold new journey — building passive income through digital marketing after years of juggling my 9-5 and brick & mortar hustle.

I was inspired by a mama friend who earned \$20K in just 12 weeks and now makes over \$100K working this business part-time around her busy life. That lit a fire in me — and I knew this was my next chapter. I saw how possible it was—and knew I could guide other women to confidently earn online with digital products.

Now I teach women how to monetize their skills, story, and passion through digital products and content creation — with 85% commissions and low start-up costs.

Because sis, we deserve overflow — not overwhelm.

We live in a digital world. Why not learn how to profit from your phone? I created a quick-start e-guide to help you take your first step toward freedom.

Ready to boss up and build a life you don't need a vacation from?

Let's connect. Let's grow. Let's glow up — together.

LETS STAY IN TOUCH!



[@sassysue media](https://www.instagram.com/sassysue_media)

Let's grow together!

Make sure you follow my journey through the world of digital marketing, and stay inspired as you begin your own. This is just the beginning, and the possibilities are limitless. Let's stay connected!"