

**DIGITAL PRODUCT
DEVELOPMENT
JOURNAL:**
SALES ASSETS &
MARKETING PLAN

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INTRODUCTION

The following is a documentation of the sales assets created and the marketing plan for the Fantasy Character Creator Toolkit.



Example of character made with the toolkit



Logo for the product.

PROGRESS SUMMARY

Even though though the Fantasy Character Creator was already done a certain problem stuck in my mind.

When my friend Joymae tested out the toolkit, within their feedback they expressed it was a bit difficult to remember where parts went if they decided not to use the part.

As a solution to this, I simply copied all the line art and made a transparent guide layer to show underneath.

ASSETS MADE

While I had created many asset images for the sales page, the designs were not set in stone. While they have remained the same mostly, I did change the font used.

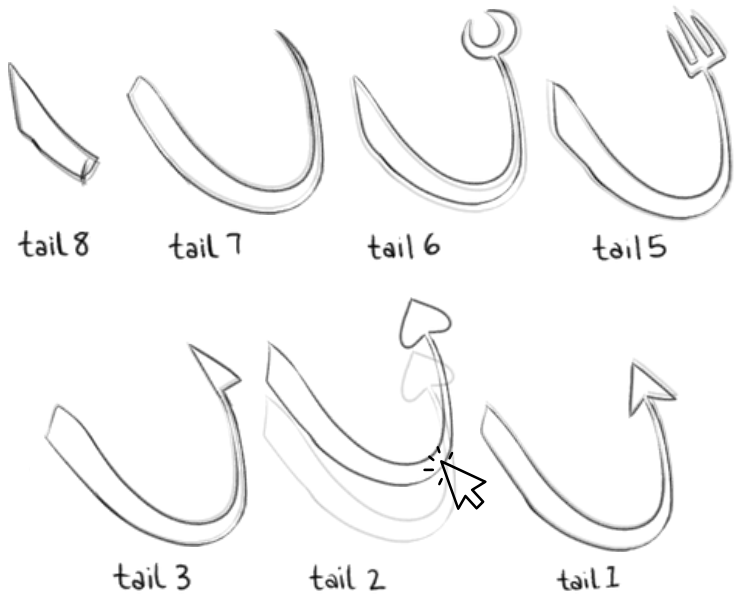
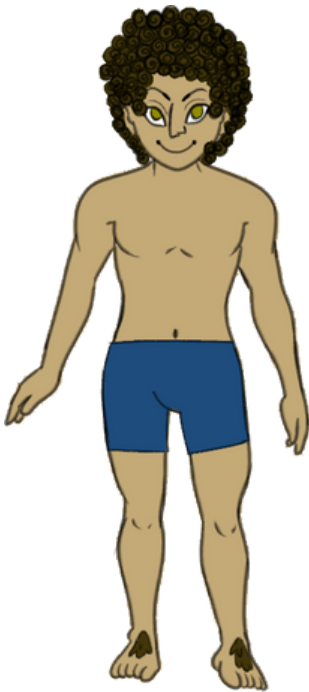
Initially the font used was called “TAN Mon Cherri” and while I did like this font, I found a different font called “Cinzel Decorative” that I feel fits the product more.

This font reminds me of the fonts used for official DND Manuals and other DND stuff so I think it is a better font choice.

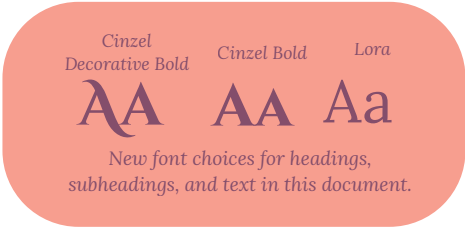
This gives the vague impression of the line art of each part, so the user knows where to unused parts back. To make the flow of using the product as smooth as possible.

I also have changed the design of the documents detailing the progress of the product to be more cohesive with the product itself.

Example of character made with the toolkit



Preview of new guide layer



SALES PAGE

While I had initially planned to create a *Creative Market* account, I did not want to mess with their verification process.

Instead, I decided to go with *BuyMeCoffee* since I feel as though I will better be able to build a business on the latter platform than the first.

Creative Market seems to be more so for established sellers of digital goods, while I am a beginner. *BuyMeCoffee* does not have a verification process, so it is much easier to set up a storefront.

While I did consider making a store page specifically for the product itself, I decided to create my own storefront. Though I did borrow the color scheme and fonts from the assets to create a banner for the storefront.

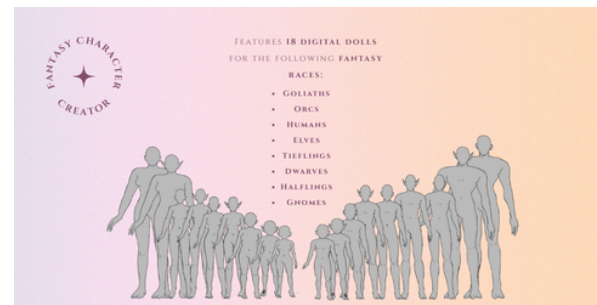
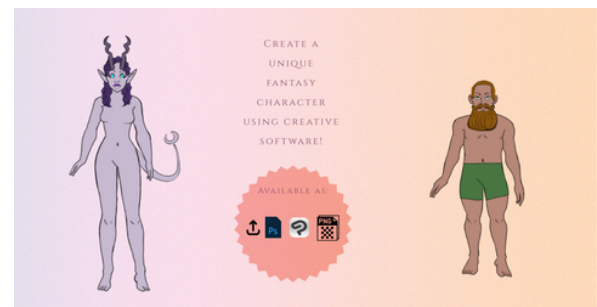
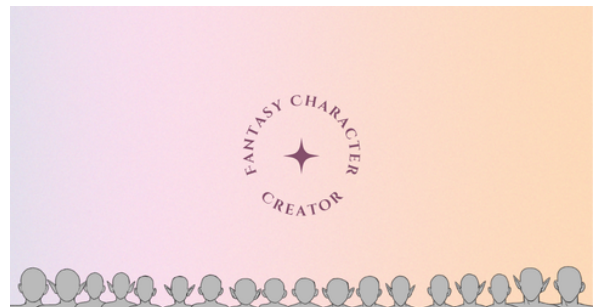
This is to create cohesion between my both my product and the storefront itself.



It is my hope to be able to use this storefront to sell more digital products in the future.



Banner for my BuyMeCoffee page



Promotional Images for Sales Page

SALES FUNNEL

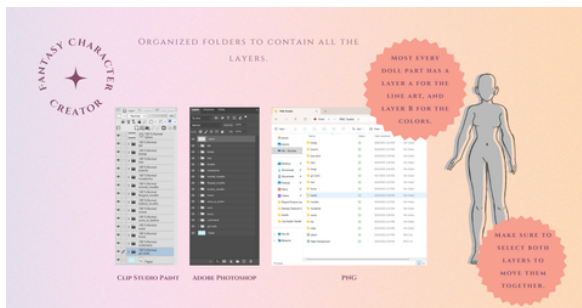
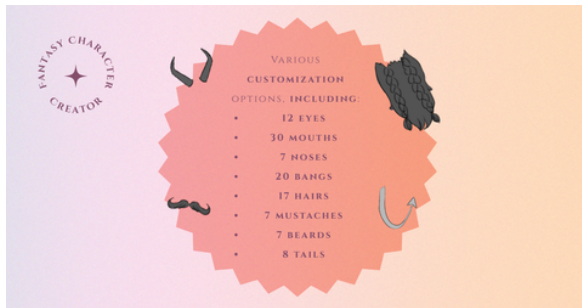
In order to generate interest in my product, I plan to funnel sales through the following ways:

- Advertising using a mailing list.
- Posts advertising on Instagram
- Posts advertising on Reddit

I have chosen a mailing list because it is an easy way to notify specific people about the product (even if those people are friends and family).

I chose Instagram because it is already the website where I primarily post my art. It is also a place where all my Aunties can see it and tell me how great it is.

Last but not least, I chose Reddit because its online discussion forum structure creates a perfect digital space to advertise my product to people who may actually buy it.



Promotional Image for Sales Page



MAILING LIST

For my **mailing list**, it is a short list that just features family and friends, but they are who I have to email.

The email will feature a newsletter about the product. It will be sent out a few times in case it is missed in potential customer inboxes.

To make the writing easier on myself, the newsletter is a copy paste of some of the product description. I think it is already well written and gets people's attention. The actual product description still goes into more detail.

Initially I made the newsletter in Canva, and then found a free newsletter service called *Hub Spot*. However, this service would not really let me upload the PDF I made in Canva.

I reworded a little of the information for the newsletter as well. It is a slight difference, but it is there.

Since this was recreated in Hubspot, I had to use a font that was similar rather than exactly the same fonts. Though I do think that the newsletter looks very professional made with an actual newsletter service.

Merriweather Bold Merriweather

Aa Aa

New font choices for the newsletter



Available now

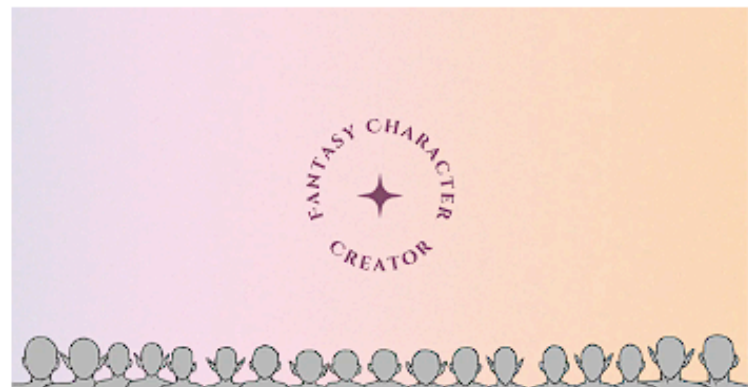
The Fantasy Character Creator Toolkit

Do you need a picture of your Dungeons and Dragons character? Are you not super artistically inclined, but can at least use the tools in most drawing programs? Do you just like character creators and characters with horns and tails?

Then you need the Fantasy Character Creator Toolkit! This toolkit features hand-drawn pieces designed to help you create a fantasy character. Inside, you will find two slightly different toolkits, one for male characters and one for female characters. Both versions of the toolkit are available in multiple formats: a Clip Studio Paint file, an Adobe Photoshop file, and a zipped file containing PNGs that can be imported into any program.

Both toolkits contain the same customization options and function in the same manner. DnD races featured in this pack are:

- Goliaths
- Orcs
- Humans
- Elves
- Tieflings
- Dwarves
- Halflings
- Gnomes



BUY IT!!!

Pendergast Designs, 727 SE Fairwinds Loop, Vancouver, Washington 98661, United States of America

[Unsubscribe](#) [Manage preferences](#)

INSTAGRAM

For *Instagram*, since videos typically get more views than static posts, I made some simple video advertisements for my product.

Even though I made a total of 4 videos, I plan to just post my favorite two, so that the product is advertised equally on both platforms.

These videos are meant to catch the eyes of viewers and get them interested in the toolkit.

I used *Canva* to make these videos. A problem that I did not expect was having the videos work great in *Canva* but then have the text to overlap in its animation

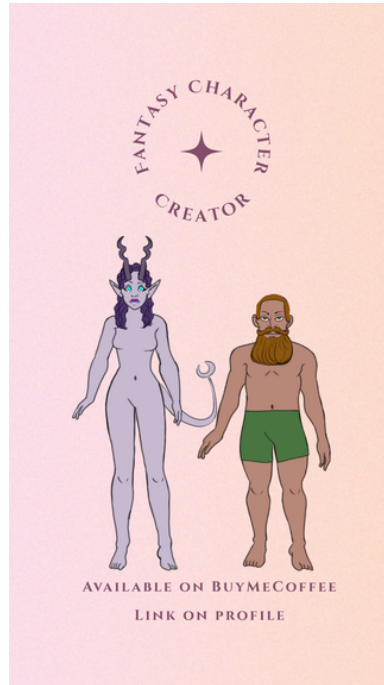
I figured out that to avoid this, the text needed to all be in the same text box to animate without any conflicts.

I use simple animation movement to bring attention as well as music to make the videos more engaging than a simple static video.

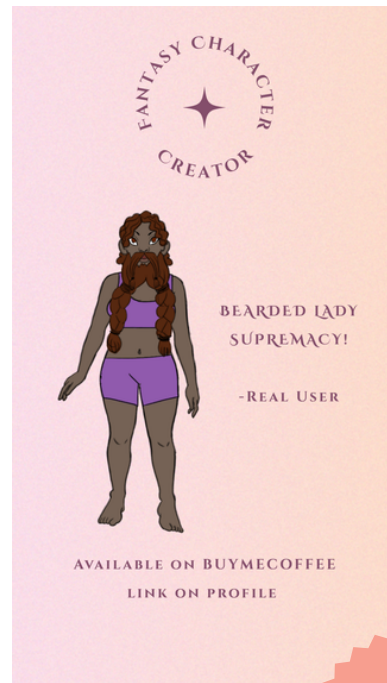
Each post will have the same description, so potential buyers don't have to go searching to get all of the information. I have already made one post, and have the other video scheduled to be posted Monday, Oct. 6th.

I could potentially still post the other videos on my *Instagram* on a different day. But for now, I will stick with just two video advertisements.

[First
Instagram
post here!](#)



Stills of the Unused Promotional Videos for Instagram



Stills of the Used Promotional Video for Instagram

REDDIT

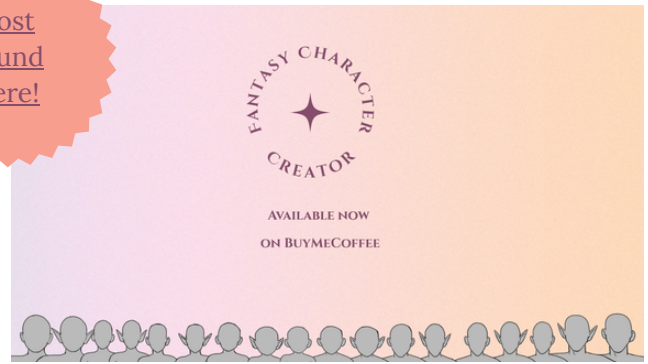
Since **Reddit** is a forum website, I did search “Character Creation” and “Character Creation Toolkit” to see if there was maybe an already existing discussion for me to promote product in.

I was able to find a D&D forum that allows users to self promote stuff, along with Mod permission. I got in contact with the Mods to get permission to advertise my toolkit. They approved it, and let me know the rules for self promotion.

They only allow for one self promotional post a week. Originally I had wanted to create 4 posts leading up to it's launch.

However, with these rules in mind I instead have made one post in their forum, and another one on my actual page.

[Post found here!](#)



Promotional Images for Reddit Post 1

I did look at other forums to potentially post my art as well, but a lot of them have rules against posting promotions and advertisements

For Reddit, I created simple images to capture the attention of users as they scroll. Each one will be posted with the same information about the toolkit. This is so potential customers don't have to go searching for more information.

My original plan was to post these individually, but since I'm now only doing two total Reddit posts I plan to instead post them in pairs.

To get my product approved to promote by the mods, I did have to already put my product up on BuyMeCoffee for free. It is currently still up, available for free. I plan to post a link with each post, saying the first 10 buyers get it free. After that, it will cost \$1.



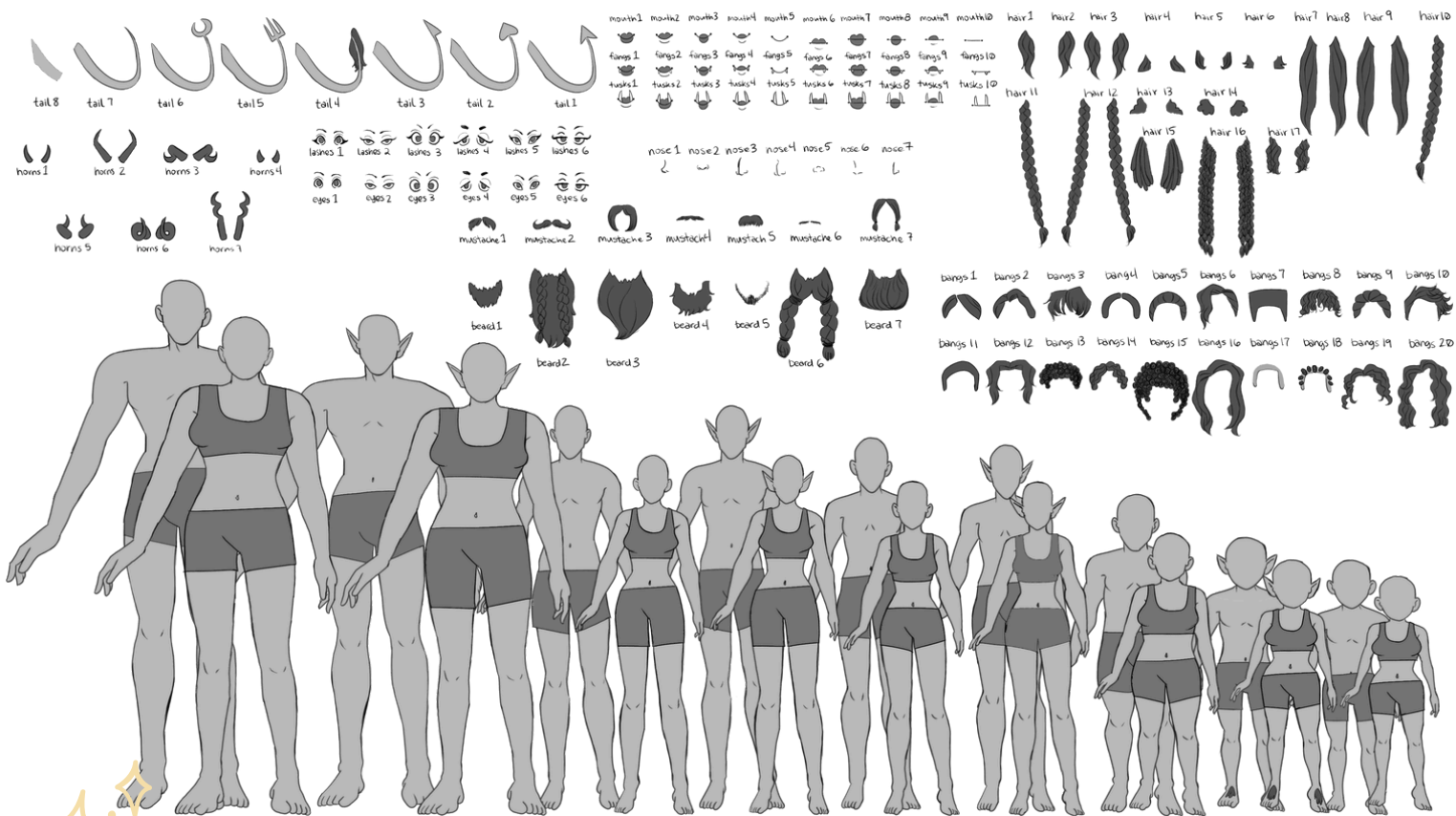
[Post found here!](#)

Promotional Images for Reddit Post 2



Full
Character
Creator
Toolkit

Example of character made with the toolkit



Preview of the full toolkit combined. The actual product will have the male and female versions as separate files.

REFLECTION

So far the journey in trying to create a digital product has been both interesting and a great learning experience.

I have had to continually adjust my plans throughout the creation of this project. Even with every issue that has appeared, an easy solution has always presented itself.

At this point, I have a finished project and I am proud of how it turned out.

Fun little side note, before I was even finished creating this document, I already got a download on the product! One out of 10 free downloads down!