THE GHOST GROWTH LAB ACADEMY

Start Here

Your complete faceless digital marketing academy - 8 lessons and 4 bonus guides, in the order that works.

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Welcome to the Academy

Everything you need to build a faceless digital product business, in one bundle.

Hi friend - welcome! You just grabbed the whole Ghost Growth Lab Academy, and we're so glad you're here. This little hub is your map: it shows every lesson, what each one does for you, and the order to work through them.

You don't need a face, a following, or a marketing degree. You need a few quiet hours a week and a willingness to start before you feel ready. Each lesson is short, warm, and practical, with worksheets you can print and fill in.

Work through the lessons in order the first time - each one builds on the last. After that, they become reference guides you can revisit anytime.

How to use this bundle

1. Save every PDF in one folder so nothing gets lost.
2. Read this hub first, then start Lesson 01 today - even ten minutes counts.
3. Print the worksheets at the end of each lesson and actually fill them in. That's where the business gets built.
4. Join the bonus guides when you reach the relevant step, or read them straight through if you're curious.
5. Pace yourself: one lesson per week is a perfectly good speed.

The 8 lessons

Your learning path, in order:

Lesson	What it gives you
01 · Find Your Niche	Pick a topic and an audience you can serve, and test your sweet spot.
02 · Build Your Brand	Name, voice, look, and story - a complete brand without showing your face.
03 · Create Your First Digital Product	Go from idea to outline to finished, exported product using Canva and AI tools.
04 · Set Up Your Shop & Licenses	Choose where to sell, write your listing, price it, and set clear license terms.
05 · Grow on Social Media	Faceless profile setup, Reels, Stories, and a posting rhythm you can keep.
06 · Email Marketing Made Simple	A free gift, a sign-up page, and a 5-email welcome series - templates included.
07 · Your First-Month Action Plan	28 days of small daily tasks that take you from zero to launched.
08 · Track, Budget & Keep Going	The numbers to watch, simple money habits, and a routine that prevents burnout.

GOOD TO KNOW

Each lesson ends with a checklist. Don't move on until every box on it is ticked - momentum comes from finishing, not from skimming.

The 4 bonus guides

Extra power-ups, ready whenever you are:

Bonus	What it gives you
Affiliate Marketing	Earn by recommending products you already trust - without being spammy.
Etsy & Pinterest	Two more places to sell and be found, plus what to know before listing resell-rights products.
50 Digital Product Ideas	A stocked idea bank, a pick-your-next-product worksheet, and a one-week launch plan.
The GGL Planner Pack	Monthly, weekly, and daily planning pages, a content planner, and a money tracker.

Where to start, in three moves

1. Today: read Lesson 01 and fill in the first worksheet. That's it - that's the whole assignment.
2. This week: finish Lesson 01 and start Lesson 02. Your brand starts taking shape.
3. This month: follow Lesson 07's plan and launch your first product. Nothing motivates like a live listing.

Questions along the way? We read every message:

- Email us at ghostgrowthlab@gmail.com
- Find new guides and updates at ghostgrowthlab.systeme.io
- Say hi on Instagram @ghostgrowthlab

Your journey starts now

Print this hub, pin it above your desk, and open Lesson 01. One year from now you'll be glad you started today. We're cheering you on all the way.

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With love,
The Ghost Growth Lab team