

Digital Products

DOCUMENTATION · PRODUCTS

■ What is a digital product?

A digital product is something you sell that delivers content rather than a physical item — a PDF guide, a recorded programme, an online course, a template, or any downloadable or accessible material. Customers purchase it through the same checkout as everything else, and access to the linked content is granted automatically on payment.

■ How the digital product, the content, and the course fit together

Before creating a digital product, it helps to understand how three separate pieces work together. They live in different places in the admin and are connected through a single linking step.

1. The digital product

This is what appears in your shop. It has a title, a price, a description, and is what the customer adds to their cart and pays for. The digital product itself is just the sales layer — it does not store any content. You manage these under **Offers** → **Products**.

2. The digital content

This is the actual material the customer accesses — pages of content, lessons, downloadable files, embedded videos. Each piece of content is its own page that you create and edit. Digital content lives under **Courses** → **Lessons & Pages**.

3. The course

This is the orchestration layer. A course is what ties everything together — it groups one or more pieces of digital content into an ordered sequence (the lessons), it links to a digital product to control purchase access, and it controls the rules around access (free vs. tier-gated lessons, prerequisite locking, scheduled releases). Courses are created and managed in **Courses** → **Course Creator**.

✦ *The naming "Course Creator" can be a little misleading — it is not just for multi-lesson learning programmes. Even a single-lesson "course" is how you connect a digital product to a single piece of content. If you are selling one PDF guide that unlocks one content page, you still set this up through Course Creator with one lesson. Think of it as the linking and access control layer rather than purely a course-building tool.*

✦ *The Courses & Learning Programs guide covers this structure in more depth, including how chapters fit in and exactly what makes a content page reachable. If the three-layer arrangement is not clicking yet, read that first — it is the thing most setup problems trace back to.*

■ The typical setup workflow

Setting up a paid digital offering involves three steps in this order:

- 1 Create the digital product** — set the price, the title, and the marketing details that appear on your shop. No content is selected at this stage.
- 2 Create the digital content** — write the actual material. Create one content page per lesson, or one content page total if your offering is a single piece.
- 3 Open Course Creator and build the course** — give it a name, add your content pages as lessons in the right order, link it to the digital product you created, and configure any tier or schedule rules.

Once those three pieces are connected, the system handles everything automatically when someone purchases.

■ Creating a digital product

Digital products are managed under **Offers** → **Products** in the Flowworx sidebar.

Add product

What are you creating?
The type cannot be changed later.

☒ Digital Product

☐ Physical Product

☐ Ticket/Event

☐ Subscription

Name

Financial Freedom Course

Saved as a draft.

Cancel Create and edit

Choosing the type in the create dialog. It cannot be changed afterwards.

To create one:

1 Go to **Offers** → **Products**

2 Click **Add product** at the top of the list

3 In the dialog, choose **Digital Product** as the type, give it a name, and click **Create**

4 Fill in the fields described below

5 Click **Publish** when ready, or leave it as a draft to come back to later

✦ *The type cannot be changed afterwards — a product created as one kind stays that kind. Pick carefully in the dialog.*

✦ *At this stage the product has no content attached. The link between the product and the content is made later in Course Creator. You can publish a product before the content exists — customers just will not have anything to access until the course and link are in place.*

■ The product fields

Featured Images

The product image, shown on the card and on the product page. Add more than one and they become a slider instead of a single static image.

Price

The price customers pay, in your currency. Enter it as a number (e.g. **49** or **49.00**).

Tax Override

An optional tax percentage for this product only, overriding the site-wide default set in General Settings. Leave it empty to use the default. Useful when some of your products fall under a different tax category.

Add to Cart Button Label - Override

Replaces the button text on this product's buy button — "Get instant access", "Enrol now", "Download".

This wins over the label set on the builder element, which matters because one element on a shared product template serves every digital product you sell. Without this field, they would all have to say the same thing. Leave it empty to use the element's label.

✦ *This is not the same as **Card Button Label - Override** further down. This one changes the buy button on the product's own page; that one changes the button on grid and slider cards.*

Featured product

Tags the product as featured. This has two effects, both covered in the Adding Features to Your Pages guide:

- On your shop pages, its card gets a *Featured* tag and can be styled differently from the rest
- In customer profiles, it becomes eligible for the promoted-product block at the top of the dashboard and the featured-products row

Digital products are the only type eligible for the **promoted product** block, so this is the toggle to use for the programme you most want existing customers to buy next.

Hide From Overview

Keeps the product out of every product grid, related-products slider, previous/next navigation, and archive page — while leaving it reachable at its own URL.

Use it for a product sold only through a specific landing page, a private link, or an email campaign.

Seasonal pricing

If you want to automatically apply a different price during a specific period — a launch offer, a promotion, or a limited-time discount — you can configure this here.

Enable seasonal pricing — turn this on to activate.

Seasonal price — the price to apply during the active period.

Period start / end — the dates the seasonal price is active. Outside of these dates, the regular price applies automatically. No manual switching needed.

✦ *A seasonal badge is shown on the product card when the seasonal price is active.*

Custom confirmation email

By default, customers receive a standard purchase confirmation. If you want to send a product-specific email — a welcome message, getting-started instructions, login details — you can configure that here.

Enable custom email — turn this on to set product-specific email content.

Admin email subject / body — the email sent to you when this product is purchased.

User email subject / body — the email sent to the customer.

Both emails support basic variables:

- `[USER_FIRST_NAME]` — customer's first name
- `[USER_LAST_NAME]` — customer's last name
- `[USER_EMAIL]` — customer's email address

■ Payment plans (installments)

Digital products can be sold on a payment plan — the customer pays a deposit at checkout and the balance in scheduled installments. This is what you use for a high-value programme people would not buy in one payment.

Find the **Payment Plan** section on the product and turn on **Enable Payment Plan**, then define the schedule.

Two things are worth knowing before you set one up:

- **Access is granted in full on the first payment.** The customer gets the whole course from day one, not a portion of it that grows as they pay. If you want the material released gradually, do that with chapter release dates — it is a content decision, separate from the payment schedule.
- **Use "Days after purchase" for your due dates.** The "Days before event start" option exists because the same system serves events, and a digital product has no start date for it to count back from.

The full picture — schedules, customer customisation, the reminder emails, and the collection dashboard — is in the Payment Plans & Installments guide.

■ Product card settings

These control how the product appears in a product grid or slider on your site — not on its own page.

Enable Pros/Cons Card List and **Card List Description** — a short list of features or highlights shown on the card, in addition to the excerpt.

Card Button Label - Override — the button text on the card, e.g. "*Learn more*".

Card Price - Override — text that replaces the price on cards, such as "*On request*", "*From CHF 100*", or "*Free*". The real price field is untouched and still used for the actual order — this only changes what the card displays. When set, the seasonal pricing block on the card is hidden too.

Card Button Alternative Link — a URL that sends visitors somewhere of your choosing instead of through the normal purchase flow. Useful for a product sold on an external platform, or one that takes an application rather than a payment.

Where the link takes effect is decided by the **Use alternative product links** switch on the grid or slider element:

- **Switch on** — the card button goes straight to your link, in a new tab. The product page is skipped entirely.
- **Switch off** — the card button opens the product page as normal, and the buy button on that page goes to your link instead of adding to cart, also in a new tab.

✦ *In practice the switch asks one question: do you still want visitors to see the product page? Either way they end up at your URL — the link replaces the purchase rather than sitting alongside it, so a product with an alternative link never reaches the Flowworx cart.*

✦ *Because nothing is added to the cart, a product with an alternative link needs no price and grants no course access. It is a signpost, not a sale — so do not link a course's digital product this way and expect enrolment to happen.*

■ Categories

Digital products have their own category taxonomy, managed under **Digital Product Categories**. Categories can be nested.

They are worth filling in even if you have only a few products: they drive the category filter bar on product grids, and they can be printed on the cards themselves. See the Adding Features to Your Pages guide.

■ Preventing repeat purchases

A customer who already owns a digital product has no reason to buy it again, and letting them is a refund request waiting to happen. The buy button handles this for you.

On the **Digital Product Button** element there is a field called **Already Owned Message**. Whatever you write there is shown in place of the button to any signed-in customer who already has access — "You already own this — open it in your profile", for instance.

This applies only to products linked to a course. A digital product with no course behind it can always be bought again, since the platform has no record of ownership to check against.

✦ Set this on your digital product template rather than per page, and give it wording that points somewhere useful. A customer who bought a course six months ago and cannot find it will click the buy button again — a message telling them where it lives instead is the more helpful outcome.

■ Creating the digital content

Once your product is created, build the content the customer will receive.

- 1 Go to **Courses → Lessons & Pages**
- 2 Click **Add lesson or page**, give it a name, and click **Create**
- 3 It opens in the WordPress editor in a new tab — build the content there: text, images, videos, embeds, downloadable files
- 4 Click **Update** to save

✦ Lessons and pages are **published the moment you create one**, not saved as drafts. That is deliberate: who can read one is decided by the course it belongs to, not by its status, and a lesson left as a draft is dropped from the course sequence while still looking finished in the editor.

Repeat this for each piece of content. If your offering is a single guide, create one. If it is a multi-lesson programme, create one content page per lesson.

✦ Content pages on their own are not accessible to anyone — they are locked by default, require the visitor to be logged in, and only become available once they are a lesson in a course the customer has access to. The full set of conditions is in the Courses & Learning Programs guide.

■ Linking it all together in Course Creator

This is where the digital product, the content, and the access rules are connected.

The screenshot displays the Flowworx Course Creator interface. On the left is a dark sidebar with a menu categorized into OFFERS, SALES, BOOKINGS, COURSES, and SETTINGS. The 'COURSE CREATOR' option is highlighted under the COURSES section. The main content area is titled 'Photography Masterclass' and shows '2 chapters - 3 lessons - 3 learners'. A 'Save course' button is in the top right. The configuration form includes fields for Title, Linked product (set to 'Photography Masterclass'), Linked subscription (set to 'none'), and Status (set to 'Active'). A Description field contains the text 'Complete photography course. All lessons unlock on purchase. [demo]'. Below this is a checkbox for 'Give every new account access on registration'. The 'Chapters' section shows two chapters: '1 Introduction' and '2 Editing Stage'. Each chapter has 'UNLOCKED BY' and 'RELEASED' dropdowns, both set to 'Included with course access' and 'As soon as access is granted' respectively. Lessons are listed under each chapter, with a search bar to add new lessons.

The Linked digital product setting is what connects a sale to course access.

- 1 Go to **Courses → Course Creator**
- 2 Click **Add Course**
- 3 Give the course a title (this is internal — customers see it in their profile, but it does not need to match the product name exactly if you do not want it to)
- 4 **Link to digital product** — select the digital product you created earlier. This is what tells the platform "anyone who buys this product gets access to this course"
- 5 **Add lessons** — each lesson is one of the digital content pages you created. Add them in the order they should be presented to the customer
- 6 **Configure per-lesson rules** (optional):

- **Tier gating** — restrict a lesson to subscribers at a specific membership tier

- **Scheduled release** — release a lesson on a future date

- 1 Save the course

Once saved, the connection is live — when a customer purchases the linked digital product, they automatically gain access to all the lessons in that course.

■ How the purchase works

From the customer's side:

- 1 They add the digital product to their cart and complete checkout
- 2 If they were not signed in and used a new email address, an account is created for them and they are logged in on the spot
- 3 They receive a purchase confirmation email with a PDF receipt
- 4 Access to the linked course is granted immediately — no waiting, no manual steps
- 5 They open their customer profile and find the course in the **My Courses** row on their dashboard
- 6 The course appears there with all its lessons listed, in the order you configured

✦ *Step 2 matters more for digital products than for anything else you sell, because the purchase is the access. A guest who checks out with an email that **already** has an account is not signed in automatically — their access is granted correctly, but they have to log in to reach it. That gap between paying and seeing the content is the most common "I bought it but got nothing" report. The Customer Accounts & Profile guide explains the three cases in full.*

From your side:

- 1 An order is created under **Sales → Orders**
- 2 Access is assigned automatically — you do not need to do anything to grant it
- 3 If a custom admin email is configured, you receive a notification

There is nothing to ship or fulfil manually for digital products. Once payment is confirmed, the platform handles access entirely.

■ What the customer sees in their profile

After purchasing, the course appears in the **My Courses** row on the customer's profile dashboard.

- All lessons in the course are listed in the configured order
- Lessons they have completed are marked with a progress indicator
- Lessons that are tier-gated and the customer does not qualify for show as locked
- Lessons that are scheduled for a future release show as *Coming Soon* with the date
- Prerequisite locking (lesson 2 requires lesson 1 to be completed) is enforced automatically

Customers can return at any time and pick up where they left off. Progress is saved automatically. Access does not expire unless you specifically configure a time limit.

■ Viewing orders for digital products

All orders are visible under **Sales** → **Orders** in the Flowworx sidebar. You can filter by product type to see only digital product orders.

If you ever need to grant or revoke access manually — for example, adding access for someone who paid by invoice, or for a complimentary access situation — you can do that from **Courses** → **User Assignments**. See the [Courses & Learning Programs](#) guide for details.

Customers can view their own order history and download receipts from their profile at any time.

■ Editing or unpublishing a product

To update a product, go to **Offers** → **Products**, click the product name, make your changes, and click **Update**.

To temporarily remove a product from your site without deleting it, change its status to **Draft**. Customers who already purchased retain their access — unpublishing only prevents new purchases. The course and content remain in place; only the sales channel is paused.

■ Editing the linked course or content

The course and content can be edited at any time without affecting customers who already have access:

- Edit a content page → the change is reflected immediately for everyone with access
- Add a new lesson to an existing course → it becomes available to all customers who have access to that course
- Remove a lesson → it is no longer visible in the course, even to customers who already had access

✦ *Be thoughtful about removing or significantly changing content that customers have already paid for — they may have completed lessons or be relying on what they purchased.*