

Digital Products & Passive Income — Workbook

This workbook turns the course into the real decisions, spreadsheets, and checklists you will use to launch your first digital product and keep it selling. Each section maps to a course module: choosing a validated idea, building a finished file, pricing and setting up automatic delivery, and driving the traffic that keeps it earning. Work through it in order, fill in the included templates with real numbers and real keywords, and do not skip the validation and pricing math. Nothing here is financial or legal advice; it is an educational framework, and deciding an idea is too weak and choosing a better one is a successful outcome, not a setback.

What Actually Sells and Why Passive Is a Myth Worth Understanding

Lock in one specific buyer, one format, and one topic that real demand signals say people already pay for.

Exercise: Five Niche Candidates From Your Own Life

Before looking at any market data, brainstorm from your own experience. Write a real answer for each prompt, then circle the one candidate you are most drawn to and could create a product for this month.

- List three skills you already have that other people struggle with.

- List three problems you have personally solved (money, health, work, a move, a milestone).

- List three communities or groups you genuinely understand and belong to.

- From those nine, write the five niche ideas with the clearest specific buyer.

Worksheet: Demand Validation Scorecard

Take your top two niche ideas and check each one against real demand using free signals before you build anything. Search the idea on Etsy and Pinterest and browse Gumroad Discover. Fill in every field with what you actually find, not what you hope.

Niche idea in one sentence (who it is for and what it does)

Product format (e-book, template, or printable)

Etsy: a similar listing's review or sales count showing demand exists

Pinterest autocomplete phrases people search for this topic

Gumroad Discover: a best-selling product in this category, if any

Are several sellers clearly succeeding here? (yes or no)

Demand verdict: proven, promising, or weak

Worksheet: Your One-Sentence Product Definition

Commit to a single product. Combine the buyer, the outcome, and the format into one clear sentence you can build and sell against, like the course example: A printable 90-day fitness tracker for beginners restarting after an injury.

Specific buyer (who exactly)

Specific problem or outcome they will pay for

Format (e-book, template, or printable)

Final one-sentence product definition

Checklist: Ready to Build Checklist

- I have chosen one specific buyer, not everyone.
- I have one chosen format I can realistically finish in two weeks.
- I confirmed real demand on Etsy, Pinterest, or Gumroad.
- I saw that other sellers succeed in this niche (demand, not just an open gap).
- I have written my product as a single clear sentence.

Building a Product People Actually Want to Buy

Turn your one-sentence idea into a tightly scoped, polished, professionally exported file.

Worksheet: Outline by the Result

Plan the smallest complete version that fully solves your buyer's problem. Start from the result and work backward. Keep it to version one; resist adding extras you can save for version two.

The buyer's end result in one sentence

Section or step 1 and the 2 to 3 points it must contain

Section or step 2 and its key points

Section or step 3 and its key points

Section or step 4 and its key points (add more only if truly needed)

Page or screen budget for version one

Hard finish deadline (date)

Exercise: Pick Your Build Tool and Design Rules

Decide where you will build and commit to the three design rules that make a product look professional. Write your choices down so you do not drift mid-build.

- Which tool fits your format: Canva, Google Docs or Word, Notion, or Google Sheets or Excel? Why?

• Which two fonts will you use (one heading, one body)?

• Which two or three colors are your palette?

• Which existing template or layout will you start from instead of a blank page?

Checklist: Polish and Professional-Look Checklist

- I used at most two fonts and two or three colors consistently.
- Every page has generous margins and white space.
- Headers, page numbers, and spacing repeat on a consistent grid.
- Each page has one clear focal point.
- I confirmed the template license allows commercial use of my final product.

Checklist: File Prep and Delivery Checklist

- Print products exported as PDF Print quality at the correct size (US Letter and/or A4).
- Images are 300 DPI for anything meant to be printed.
- I flattened editable PDFs so the layout cannot be casually changed.
- I added a small footer with my shop name, year, and a usage line.
- I included a one-page Read Me explaining how to use the product.
- I zipped multiple files into one clearly named folder.
- I opened the final file on a different device and it looks correct.

Pricing, Storefronts, and Automatic Delivery

Choose the right platform, price for real take-home after fees, and make delivery fully automatic.

Worksheet: Platform Decision

Pick where you will sell based on where your buyers already are and how much control you want. Use the fee facts from the course to compare honestly.

Do you currently have any audience or email list? (yes or no)

Chosen platform (Etsy, Gumroad, Payhip, or Stan Store)

Why this platform fits your traffic situation

The platform's fee structure in your own words

Will you also list elsewhere later? Where?

Worksheet: Price and Take-Home Calculator

Set a price based on buyer value and competitor prices, then subtract the platform fee and payment processing to confirm your real take-home. Redo the math if too little lands in your pocket. Use the included spreadsheet template for exact figures.

Chosen price

What this price is worth to the buyer (time or money saved)

Competitor price range you checked

Platform fee amount (Gumroad 10 percent, Etsy about 6.5 percent, Payhip 5 percent)

Payment processing estimate (about 3 percent plus 0.25 to 0.30)

Real take-home per sale

Does the take-home still feel worth it? (yes, or adjust the price)

Checklist: Storefront Setup Checklist

- Product created and the correct delivery file uploaded (or a duplicate-only Notion link pasted).
- Price and any launch discount set.
- Instant or automatic download turned on so delivery needs no action from me.
- Payout method connected (bank, PayPal, or Etsy Payments).
- Thank-you message or follow-up email with usage tips added.

Exercise: Buy Your Own Product Test

Never announce a product you have not tested. Run a real test purchase using the platform preview or a 100 percent off code, then answer each prompt honestly. Fix anything that fails before listing.

- Did the delivery email arrive promptly and read clearly and professionally?

- Did the download link work, and did the correct final file arrive?

- Did the file open and look correct on a device that is not your design computer?

- Did the receipt and thank-you message read well?

Getting Traffic So It Keeps Selling

Convert visitors with a strong listing, drive lasting free traffic, and build the email list and product line that compound your income.

Worksheet: Conversion Listing Builder

Write the three parts of your listing that matter most. Use the real buyer keywords you found earlier and lead with the buyer's problem, not features.

Title with real search words plus the specific outcome

Preview images planned (cover, 2 to 3 inside pages, lifestyle mockup)

Description opening line stating the buyer's problem and desired result

Exactly what is included (pages, files, formats, sizes)

License stated (personal or commercial) and instant-download note

Exercise: Pinterest and Search Keyword Plan

Plan the free traffic that keeps working for months. Gather the exact phrases buyers type and decide how you will reuse them across pins and your listing.

- List 8 to 12 real buyer search phrases from Etsy and Pinterest autocomplete.
- Which of these go into your title, tags, board names, and pin descriptions?
- How many different pin designs (1000 by 1500 pixels) will you make for this product?
- What steady pinning schedule will you keep instead of pinning all at once?

Checklist: Audience and Reviews Checklist

- I created a small freebie (checklist or sample) to grow an email list.
- I set up a free email tool (MailerLite or Kit) to deliver it.
- I send a brief, friendly follow-up asking buyers for an honest review.
- I save positive reviews and messages to reuse as social proof.
- I email my list whenever I launch or update a product.

Worksheet: Product Line Roadmap

Plan how one product becomes a business. Map the next products the same buyer would want and how you will bundle and ladder them, reusing the systems you already built.

Complementary product 1 the same buyer would want next

Complementary product 2

A bundle you could offer at a higher combined price

Your ladder: low-priced entry product leading to a premium one

Which existing systems (listing, Pinterest, email) you will reuse for each

Your Action Plan

1. Brainstorm five niche candidates from your own skills, problems, and communities, then pick one.
2. Validate the top idea on Etsy, Pinterest, and Gumroad, and write your product as one clear sentence.
3. Outline version one backward from the buyer's result and set a hard two-week deadline.
4. Build the finished file in Canva, Docs, Notion, or Sheets using two fonts and two or three colors.
5. Export clean, correctly sized files, flatten and footer them, and add a one-page Read Me.
6. Choose a platform, price for value, and confirm your real take-home after fees with the calculator.
7. Set up the storefront with automatic delivery and connect your payout method.
8. Run a buy-your-own-product test and fix any delivery or file problem before announcing.
9. Write a converting listing and create several keyword-rich Pinterest pins linking to it.
10. Launch a freebie to start an email list, request reviews, then plan your next product and a bundle.

