

# Digital Product Creation & Launch — Workbook

This workbook turns the course into action. Each section maps to one course module and moves you from a validated idea to a measured launch on Gumroad, Payhip, or Lemon Squeezy. Fill in the worksheets, run the exercises, and use the templates to track pricing, your launch plan, and post-launch metrics.

## Finding and Validating a Product Idea

Generate a shortlist of product ideas and collect real demand signals before building anything.

### Exercise: Idea Generation Sprint

Spend 30 minutes producing at least eight product ideas using the three course methods. For each idea, note the buyer, the problem, the format, and one existing product that proves demand.

- What tasks do people repeatedly ask you for help with, and which could become a template or guide?  
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- On Gumroad and Etsy search, what are the top five best-selling products in your topic, with their prices and review counts?  
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- What exact problem phrasing keeps appearing in the top threads of two relevant communities you follow?  
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### Worksheet: Idea Scoring Sheet

List your top ideas and score each from 1 to 5 on demand, your ability to make it, and price potential. Leave the total column blank and fill it in yourself.

Idea name

\_\_\_\_\_

Buyer (who it is for)

\_\_\_\_\_

Problem it solves

\_\_\_\_\_

Format (template / guide / toolkit)

\_\_\_\_\_

Proof product that already sells

\_\_\_\_\_

Demand score (1-5)

\_\_\_\_\_

Make-ability score (1-5)

\_\_\_\_\_

Price-potential score (1-5)

\_\_\_\_\_

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Total score (fill in)

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### Checklist: Validation Signals Checklist

- Published a one-page waitlist with the outcome, a launch price, and an email field
- Drove at least 100 visitors to the waitlist from a single post
- Collected at least 10 combined signals (emails, replies, polls, comparable products, pre-orders)
- Found at least one comparable competitor product with 100-plus sales or reviews
- Secured at least one pre-order or strong I-would-buy reply
- Chose a single winning idea to build

## Building the Product and Choosing Your Platform

Produce a polished, deliverable asset and choose the right marketplace based on fees, payouts, and tax.

### Checklist: Sellable Quality Bar Checklist

- Core asset is complete and solves one problem fully
- Removed all personal data and any non-licensed third-party assets
- Added a one-page quick-start that delivers value in five minutes
- Applied consistent visual formatting and sensible file names
- Delivered Notion or Canva templates as one-click duplicate links
- Tested the buyer download flow from a fresh browser or account
- Had two people use it and fixed each one's first friction point

### Worksheet: Platform Decision Worksheet

Compare Gumroad, Payhip, and Lemon Squeezy against your priorities, then circle your choice and note why. Confirm current fees on each platform's pricing page before deciding.

My top priority (discovery / low fees / tax handled)

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Gumroad fee and payout notes

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Payhip fee and storefront notes

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Lemon Squeezy fee and merchant-of-record notes

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Where most of my buyers live (for tax/VAT)

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Chosen platform

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Reason for the choice

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### Exercise: Take-Home Per Sale Calculation

Using your chosen platform, calculate what you actually keep per sale and how many sales reach your revenue goal. Use the pricing template to keep the totals as live formulas.

- What is your list price, and what is the platform fee percentage?

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- Is payment processing already included in that fee, or deducted separately?

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- What is your net take-home per sale, and how many sales reach your revenue goal?

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## Pricing and Packaging to Convert

Set a revenue-maximizing price and build a sales page and offer that turn visitors into buyers.

### Exercise: Anchor and Tier Your Price

Apply value anchoring, tiering, and charm pricing to choose a launch price and a regular price. Design the middle tier as the option you most want to sell.

- What is the dollar value of the alternative the buyer avoids by purchasing (the anchor)?

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- What two or three tiers will you offer, and what does each include?

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- What is your launch price, how long does the discount last, and what is the regular price after?

### Worksheet: Sales Page Builder

Draft each section of your sales page using the course problem-to-proof structure. Lead with benefits, then back them with features.

Headline (outcome + who it is for)

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Problem (in the buyer's words)

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Solution and transformation

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What is inside (exact files, pages, assets)

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Proof (screenshots, testimonials, sales counts)

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Value stack (component values vs single price)

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Offer and single call to action

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### Checklist: Offer Design Checklist

- Chose one low-effort bonus that complements the core product
- Decided whether to offer a bundle tier priced below the sum of parts
- Wrote a plain refund guarantee such as 14-day no-questions refunds
- Configured one checkout upsell or order bump relevant to the purchase
- Added three to five clean screenshots or a short demo video
- Confirmed there is only one prominent buy button on the page

## Launching and Measuring Results

Run a phased launch, drive traffic on a budget, and read the metrics that tell you what to iterate.

### Worksheet: 14-Day Launch Planner

Plan each phase of your launch with dates, channels, and messages. Set one numeric goal before you open sales. Use the launch plan template for the day-by-day schedule.

Build-up dates (days 1-7) and teaser posts

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Launch dates (days 8-10) and founder discount

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Follow-up dates (days 11-14) and final-call message

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Waitlist email sequence (announcement / midpoint / final call)

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Numeric launch goal (e.g. 30 sales or 750 dollars)

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Discount expiry date and time

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### Exercise: Traffic Channel Plan

Pick the three channels where your buyers actually spend time and plan multiple posts per channel across the launch window. Lead each with value, not just a sales ask.

- Which three channels will you focus on, and why those?

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- What free sample or behind-the-scenes piece will pull people to the page?

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- How many posts will you make per channel, and on which days?

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### Worksheet: Post-Launch Metrics Review

After the launch window, record your raw numbers, compute the four key metrics in the metrics template, and match each weak number to its lever. Leave all computed cells blank to fill in yourself.

Visitors

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Clicks

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Sales

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Refunds

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Revenue

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Conversion rate (fill in)

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Earnings per click (fill in)

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Refund rate (fill in)

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Average order value (fill in)

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Weakest metric and its lever (page / price / product / traffic)

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One change to test next

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## Checklist: Launch Execution Checklist

- Wrote down a single numeric launch goal before opening sales
- Emailed the waitlist before any public post
- Set a real discount deadline that expires
- Posted across each chosen channel more than once
- Shared at least one early testimonial during follow-up
- Recorded final metrics and chose one variable to change next

## Your Action Plan

1. Generate at least eight product ideas and score them on demand, make-ability, and price potential
2. Publish a one-page waitlist and collect at least 10 demand signals before building
3. Build a complete, polished asset with a one-page quick-start and test the buyer download flow
4. Choose Gumroad, Payhip, or Lemon Squeezy based on fees, payouts, and tax, and confirm current rates
5. Calculate your net take-home per sale and the number of sales that reaches your revenue goal
6. Set a launch price and regular price using anchor, tier, and charm-pricing frameworks
7. Write a problem-to-proof sales page with a value stack and a single call to action
8. Add a bonus, a refund guarantee, and one checkout upsell to strengthen the offer
9. Run the 14-day launch sequence, emailing the waitlist first and posting across three channels
10. Record conversion, EPC, refund rate, and average order value, then change one variable to test next









