THE DIGITAL LAUNCH STUDIO

YOUR FIRST DIGITAL PRODUCT

A practical beginner’s roadmap
to creating and selling online

IDEA → CREATE → LAUNCH

FREE BEGINNER'S ROADMAP · @the.digital.launch.studio

START HERE

Understand the process before choosing your first idea.

You do not need a huge following, an expensive website or advanced design skills to begin exploring digital products. You do need a useful idea, a clear audience and the willingness to test and improve.

WHAT IS A DIGITAL PRODUCT?

A digital product is something a customer purchases and receives electronically. It might be a printable planner, a template, a workbook, a spreadsheet, a guide or a set of design assets. Unlike a physical item, there is usually no parcel to pack or ship.

THE SIMPLE PROCESS

FROM IDEA TO FEEDBACK

Identify a problem → choose a useful format → validate interest → create a first version → publish → promote → learn from feedback.

WHAT THIS GUIDE WILL HELP YOU DO

- Choose a manageable first product instead of trying to build an entire business overnight.
- Check whether people might want your idea before investing too much time.
- Create a simple product and explain its value clearly.
- Understand the basic decisions involved in selling and promoting it.

A REALISTIC EXPECTATION

Digital products are not automatic or passive income. Creation, customer support, promotion, platform fees, taxes and ongoing improvements all take work. Some products never sell. Your first goal is to learn the process and test a useful offer.

QUICK EXERCISE

Write one skill, interest or experience you could turn into something useful for another person. Keep it specific.

CHOOSE A USEFUL IDEA

Start with a person and a problem, not just a trendy product.

A strong first product helps a particular person do something faster, more easily or with more confidence. Begin by asking: Who is it for, and what will it help them do?

SIX BEGINNER-FRIENDLY PRODUCT EXAMPLES

01 BUDGET SPREADSHEET

Helps someone organise monthly income and spending.

02 TRAVEL PLANNING TEMPLATE

Keeps bookings, costs and itineraries in one place.

03 MEAL-PLANNING PRINTABLE

Makes weekly food planning simpler.

04 SOCIAL MEDIA PLANNER

Organises content ideas and posting dates.

05 STUDY REVISION TRACKER

Helps students plan and monitor their progress.

06 EVENT CHECKLIST

Guides someone through preparing a specific occasion.

NARROW THE IDEA

“A planner for everyone” is difficult to explain. “A weekly meal planner for busy households” is clearer. Specificity helps you design better content and makes it easier for buyers to recognise themselves.

IDEA FORMULA

I help _____ achieve _____ using a _____.

CHOOSE YOUR FIRST CANDIDATE

Pick an idea you can realistically complete in a few days. Avoid products that require specialist legal, medical or financial expertise unless you are qualified and can substantiate the information.

CHECK DEMAND FIRST

Look for signals of interest, not certainty of sales.

Before creating a 50-page workbook, spend a little time checking whether your idea solves a problem people actually discuss.

A PRACTICAL 30-MINUTE RESEARCH ROUTINE

01 SEARCH

Search marketplaces for similar products. Note their formats, descriptions, price ranges and recurring customer questions.

02 LISTEN

Look at relevant communities, comments and search suggestions. What problems do people repeatedly mention?

03 REVIEW

Review competing products critically. What seems confusing, incomplete or unnecessarily complicated?

04 DIFFERENTIATE

Write down three ways your version could be more specific, easier to use or better explained.

WHAT TO LOOK FOR

- Repeated questions from a recognisable audience.
- Products already addressing the problem, suggesting that a market may exist.
- Specific complaints or missing features that you can address.
- A format you can produce to a genuinely useful standard.

IMPORTANT

Views, likes, competitor sales claims and marketplace search results are clues, not proof that your product will sell. Do not copy another seller's text, graphics or protected material.

MINI VALIDATION WORKSHEET

My target customer: _____
The problem they want solved: _____
Three signals of interest: _____
What will make my version useful: _____

CREATE VERSION ONE

Make it clear, usable and complete before making it elaborate.

You can create many beginner products with tools such as Canva, Google Docs or Google Sheets. Choose the tool that suits the product, not the one with the most features.

YOUR FIRST CREATION WORKFLOW

01 OUTLINE

List the sections, pages, fields or templates the buyer needs.

02 BUILD

Create a clean, consistent first version with readable typography.

03 TEST

Open the file on a phone and a computer; check links, instructions and formatting.

04 PACKAGE

Export in a suitable format such as PDF, XLSX or an editable template link.

05 EXPLAIN

Include simple instructions so the buyer knows exactly how to use it.

QUALITY CHECKLIST

- The title and description accurately match the delivered files.
- Text is legible; spacing and page sizes are consistent.
- No broken links, missing pages or placeholder text remain.
- The product includes usage instructions where needed.
- You have the rights to use all fonts, images, templates and other included assets.

CANVA REMINDER

Check the current licensing terms for any Canva assets or templates you use, especially if customers will receive editable files or design elements.

A USEFUL FIRST MILESTONE

Aim for a small, complete product that solves one problem well. You can expand the range after you have real feedback.

CHOOSE WHERE TO SELL

Compare platforms based on your product and customers.

You do not necessarily need your own website. A selling platform can host a product page, take payment and deliver a digital download. Features and fees vary, so verify current terms before choosing.

THREE COMMON ROUTES

01 MARKETPLACE

A platform where shoppers can discover listings. You may gain discovery tools, but face competition and marketplace rules.

02 HOSTED STOREFRONT

A branded shop with product pages and checkout. You generally need to bring more of your own traffic.

03 YOUR OWN WEBSITE + CHECKOUT

Offers flexibility but can add technical, security and maintenance work.

QUESTIONS TO ASK BEFORE SIGNING UP

- What are the transaction, processing, subscription and payout fees?
- How are digital files delivered, and can customers access them easily?
- Who handles sales tax/VAT, and what remains your responsibility?
- Does the platform support refunds, customer support and your target countries?
- Can you track visits and purchases without intrusive or unnecessary tools?

USEFUL DISTINCTION

A platform acting as merchant of record may handle certain transaction taxes, but that does not automatically remove your own income-tax, accounting or reporting obligations.

YOUR DECISION

My preferred platform: _____
Why it fits my first product: _____

PRICE AND PRESENT IT

Help buyers understand what they receive and why it is useful.

There is no universal “right” starting price. Consider the usefulness of the product, comparable offers, time spent creating it, support requirements, fees and the expectations of your audience.

YOUR PRODUCT PAGE NEEDS FIVE ESSENTIALS

01 CLEAR HEADLINE

Name the product and the audience or problem it serves.

02 SPECIFIC BENEFITS

Explain what someone can do with it, not just how many pages it contains.

03 ACCURATE PREVIEW

Show representative pages, screenshots or examples.

04 WHAT IS INCLUDED

List file types, dimensions, access method and any limitations.

05 TRUST DETAILS

Explain delivery, compatibility, support and relevant refund terms.

EXAMPLE: FEATURES VERSUS BENEFITS

Feature: “Includes 12 editable planning pages.” Benefit: “Plan a month of content in one place and spend less time deciding what to post.”

SIMPLE PRICING CHECK

- Compare several genuinely similar products, not unrelated premium bundles.
- Check what remains after platform and payment fees.
- Make the final checkout price and any applicable taxes clear.
- Avoid false scarcity, invented testimonials or guaranteed-income claims.

ONE-SENTENCE OFFER

My _____ helps _____ do _____ by providing _____.

LAUNCH AND PROMOTE

Teach, demonstrate and invite interest rather than repeating sales pitches.

You do not need to be everywhere. Choose one channel where your likely buyers spend time, then publish useful content consistently enough to learn what resonates.

THREE CONTENT TYPES TO ROTATE

01 EDUCATIONAL

Answer a question, demonstrate a tool or explain a common mistake.

02 RELATABLE

Discuss a real beginner challenge or why you created the product.

03 PRODUCT-FOCUSED

Show what is included, demonstrate its use and give a clear link.

A SIMPLE CONTENT EXAMPLE

Educational Reel: “Three things to include in your first content planner.” Caption: Share the three tips, then offer a free checklist or link to the full planner. Product Story: Show two real pages and explain who the product is for.

USE COMMENT-TO-DM TOOLS RESPONSIBLY

If you invite viewers to comment a keyword, send exactly what you promised. Clearly distinguish a free resource from a paid offer. Follow Instagram’s rules and avoid unsolicited or repetitive messages.

KEEP IMPROVING

Track useful signals: profile visits, product-page clicks, saves, shares, questions and purchases. Review which topics attract the right audience. A viral Reel is not automatically a successful business outcome.

YOUR SEVEN-DAY STARTER PLAN

One small, achievable action each day.

DAY 01 PICK AN AUDIENCE

Write down who you want to help and one recurring problem.

DAY 02 RESEARCH

Review comparable offers and record questions or gaps.

DAY 03 OUTLINE

Choose a format and sketch the minimum useful version.

DAY 04 CREATE

Build your first draft in Canva, Docs or Sheets.

DAY 05 TEST

Check readability, file access, links, instructions and usage rights.

DAY 06 PUBLISH

Write an accurate listing, choose a platform and test delivery.

DAY 07 SHARE AND LEARN

Publish one helpful post and one product demonstration.

YOUR PERSONAL LAUNCH NOTES

WRITE YOUR PLAN

Product idea: _____
Who it helps: _____
What it helps them do: _____
First version format: _____
Where I will sell: _____
My first promotional post: _____

REMEMBER

Seven days is a planning framework, not a promise that you will be ready to launch in a week. Take longer if you need to improve quality or check compliance.

YOUR NEXT STEP STARTS HERE

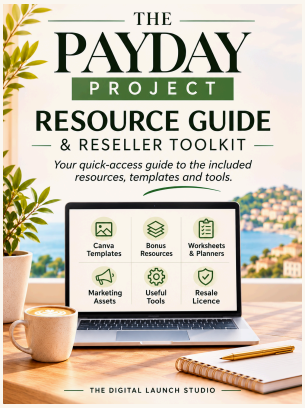
A ready-to-go product, plus the guidance to launch it.

INTRODUCING THE PAYDAY PROJECT

Don't want to create your first product from scratch?

The Payday Project gives you a ready-made digital product that you can rebrand and offer for sale online, alongside practical training and a step-by-step guide to preparing and launching your own storefront.





WHAT YOU GET FOR $27

INCLUDED IN THE PAYDAY PROJECT

Ready-made product: Start with an existing digital guide.
Rebrand & resell: Make it yours and sell under the included licence.
Step-by-step training: Learn how to set up and launch your offer.
Tools & resources: Access accompanying templates and guidance.
Your own pace: Work through the material when it suits you.

EXPLORE THE PAYDAY PROJECT | $27

Tap to see everything included.

Digital products take work to market. Sales and earnings are not guaranteed. The free roadmap is yours to use whether or not you purchase anything.