

FREE GUIDE

VERSION 1.0

Your First Digital Product

20 simple ideas you can create,
launch, and improve

Build something useful before you build something big.

A practical beginner's guide for people who want to create their first digital product without coding, a big audience, or a perfect plan.

No coding required

Beginner friendly

Launch in 7 days

20

PRODUCT IDEAS

2

WORKED EXAMPLES

7

FILLABLE TOOLS

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Best path for a beginner

1

Pick one idea

2

Use the prompt

3

Package it

4

Validate

5

Launch

How to Use This Guide

Read quickly. Pick one idea. Build a tiny first version.

Creating your first digital product can feel confusing. You may wonder what to create, whether anyone will buy it, whether you need a big audience, and how simple is too simple.

The simple rule

Your first digital product should help one specific type of person solve one specific problem.

1 Start small

Choose a format you can finish: checklist, template, guide, workbook, or small bundle.

2 Solve one thing

Do not target everyone. Pick one audience and one clear problem.

3 Publish early

A simple finished product teaches more than a perfect unfinished idea.

4 Improve it

Add examples, templates, videos, or better design after you get feedback.

What you will have by the end

A short list of ideas you can actually finish, one worked example to model, fillable planning pages, and a simple launch path for version 1.0.

What Makes a Good First Product?

Aim for useful, specific, and easy to finish.

5 qualities to look for

- It solves a real problem.
- It is easy to understand.
- It can be created quickly.
- It can be improved later.
- It saves time, removes friction, teaches something, or helps someone make better decisions.

Avoid the perfection trap

Many beginners spend months planning, researching, comparing tools, and redesigning their idea. But a tiny finished product is more valuable than a perfect product that never launches.

Simple is easier to finish.

The beginner product ladder



20 Ideas at a Glance

Use this page to compare beginner-friendly product formats.

IDEA	TIME / PRICE	IDEA	TIME / PRICE
01 Checklist PDF	1-2 days Free to EUR 9	11 Swipe File	2-7 days EUR 5-29
02 Mini Ebook	3-7 days EUR 5-19	12 Resource List	1-4 days Free to EUR 19
03 Practical Workbook	3-10 days EUR 9-29	13 Printable Planner	2-7 days EUR 3-19
04 Starter Guide	3-7 days Free to EUR 19	14 Client Onboarding Kit	5-10 days EUR 19-79
05 Template Pack	2-7 days EUR 9-49	15 Email Template Pack	2-7 days EUR 9-49
06 Notion Template	3-10 days Free to EUR 49	16 Social Media Caption Pack	2-5 days EUR 5-29
07 Google Sheets Calculator	3-10 days EUR 9-39	17 Micro-Course	1-3 weeks EUR 19-99
08 Canva Template Pack	3-14 days EUR 9-49	18 Digital Asset Pack	1-3 weeks EUR 9-49
09 AI Prompt Pack	2-7 days EUR 5-29	19 Niche Data List	3-10 days EUR 9-49
10 Content Calendar	2-5 days EUR 7-29	20 Starter Bundle	1-3 weeks EUR 19-99

Fastest ideas to launch

Start here if you want momentum in the first week:

Checklist PDF

Resource List

Caption Pack

Swipe File

AI Prompt Pack

How to Use the Prompts

Turn each idea-page prompt into a useful first draft.

Every idea page includes one ready-to-use prompt. The prompt is not the finished product. It is the fastest way to create a structured first draft you can edit, simplify, and package.

1

Fill every bracket

Replace every [bracketed phrase] with a specific detail before you run the prompt.

2

Ask for a draft

Paste the prompt into your AI tool and request a simple version, not a polished final product.

3

Make it useful

Ask for missing steps, clearer examples, simpler wording, and a version a beginner can follow.

4

Edit like a human

Remove generic advice, add your own experience, tighten the title, and check every claim.

5

Package the result

Turn the best output into a PDF, template, sheet, Notion page, Canva file, or bundle.

PLACEHOLDER GLOSSARY

If you see a bracket that is not listed, replace it with the specific detail the phrase asks for.

- [buyer] or [audience] = who it is for
- [problem] = the painful situation
- [result] or [outcome] = what improves
- [task] or [workflow] = the process
- [topic] or [market] = the niche
- [format] or [product type] = PDF, template, pack
- [visual format] or [asset type] = the file type
- [link] or [your product link] = final product URL

Worked Example

A simple checklist product taken from rough idea to version 1.0.

Product: First Client Onboarding Checklist

A PDF checklist for beginner freelancers who just booked a first client and want to look organized before the kickoff call.

BUYER

Beginner freelancers selling design, writing, development, marketing, or consulting services.

PROBLEM

They do not know what to ask, send, or prepare after a client says yes.

CLEAR RESULT

They can run a professional first week without forgetting key details.

VERSION 1.0 SCOPE

One PDF checklist, one example kickoff email, and one simple client information form.

TINY OUTLINE

- Before kickoff: confirm goals, access, timeline, payment, and decision makers.
- Kickoff call: ask 10 questions and agree on next steps.
- After kickoff: send recap, timeline, deliverables, and communication rules.

MINI PREVIEW



```
checkbox _____  
checkbox _____  
checkbox _____  
checkbox _____
```

Worked Example

Pricing, sales copy, and launch message for the same small product.

OFFER

- Price: EUR 9
- Format: fillable PDF plus copyable email script
- Promise: onboard your first client professionally in one afternoon
- Bonus: kickoff call question list

SALES PAGE HEADLINE

Onboard your first freelance client without looking disorganized.

A simple checklist and email script for the first week after a client says yes.

Simple launch message

I made a small checklist for beginner freelancers who just booked their first client. It helps you prepare the kickoff call, ask better questions, and send a professional recap. If you want it, download the version 1.0 PDF here: [\[your product link\]](#)

FIND 10 PEOPLE, ASK AT LEAST 5

- Three freelancers who are one step behind you.
- Two people in a creator or business community.
- Two past classmates, colleagues, or peers starting freelance work.
- Three people who follow your posts about freelance work.

Worked Example

An AI prompt pack taken from rough idea to version 1.0.

Product: 30-Day Launch Content Prompt Pack

A prompt pack for solo creators who know what they sell but freeze when they need posts, emails, and launch messages.

BUYER

Solo creators, freelancers, and small service businesses preparing a first product launch.

PROBLEM

They have an offer but do not know what to say before, during, or after launch week.

CLEAR RESULT

They can generate useful launch content without starting from a blank page.

VERSION 1.0 SCOPE

Thirty prompts, usage notes, three example outputs, and a short launch sequence.

SAMPLE PROMPT

Act as a launch copywriter. Write five pre-launch posts for [specific buyer] who want [result] but struggle with [problem]. Keep the tone practical, specific, and low-pressure.

EXAMPLE OUTPUT

- Post 1: Name the problem and show the simple result.
- Post 2: Share a tiny before-and-after story.
- Post 3: Show what is inside the product.
- Post 4: Answer a common buyer objection.
- Post 5: Invite readers to see the preview.

Worked Example

Offer, sales copy, and launch plan for the prompt-pack product.

OFFER

- Price: EUR 19
- Format: PDF plus copyable Google Doc
- Promise: write launch content without staring at a blank page
- Bonus: 7-day launch sequence

SALES PAGE HEADLINE

Launch your first product with 30 copy-ready AI prompts.

For creators who have an offer but need clearer posts, emails, and follow-up messages.

Simple launch message

I made a small prompt pack for creators launching a first product. It gives you 30 prompts for posts, emails, objection handling, and follow-up so you can stop starting from a blank page. Preview it here: [your product link]

FIRST VALIDATION PLAN

- Find 10 creators preparing a launch.
- Ask at least 5 which prompt they would use first and what feels missing.
- If at least 3 reply with a real use case, keep the product direction.
- If one person offers to pay or asks for the full version, publish version 1.0.

01

Checklist PDF

IDEA 1 OF 20

WHAT IT IS

A simple step-by-step list that helps someone complete a task without forgetting important details.

BUYER + PAIN

Beginners, freelancers, small business owners, students, creators, job seekers, and anyone who wants a clear process.

They forget steps, miss small tasks, or need a repeatable process.

FIRST VERSION IDEAS

- Website launch checklist for beginners
- Freelancer client delivery checklist
- First digital product launch checklist
- Personal finance cleanup checklist

BEST FOR

Best for a process you already understand well enough to simplify.

AVOID IF

Avoid if the buyer needs deep training instead of a quick checklist.

UPGRADE PATH

Turn it into a workbook, Notion template, Google Sheet, mini-course, or complete toolkit.

Quick specs

DIFFICULTY	Easy
TIME	1-2 days
PRICE	Free to EUR 9
PLATFORMS	Gumroad, Ko-fi, Etsy, website

MVP SCOPE

A 1-page checklist, a short intro, and one example of a completed task.

MINI PREVIEW

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

PROMPT TO CREATE IT

Act as a product strategist. Create a 1-page checklist PDF for beginners who need to complete [task]. Give me a clear title, 12 checkbox steps, a short intro, one completed example, and a simple launch description.

02

Mini Ebook

IDEA 2 OF 20

WHAT IT IS

A short practical guide that helps the reader understand or achieve one specific thing.

BUYER + PAIN

People who want quick clarity, simple instructions, or a shortcut to understanding a topic.

They feel overwhelmed and want a short answer they can finish reading.

FIRST VERSION IDEAS

- How to start freelancing without feeling lost
- Beginner's guide to selling digital products
- How to organize personal finances in one weekend
- How to start a simple newsletter

BEST FOR

Best for a topic where your clear explanation saves research time.

AVOID IF

Avoid if the promise needs constant updates or personal coaching.

UPGRADE PATH

Add worksheets, examples, templates, checklists, or a video walkthrough.

Quick specs

DIFFICULTY Easy-medium

TIME 3-7 days

PRICE EUR 5-19

PLATFORMS Gumroad, Kindle, Payhip, website

MVP SCOPE

A 10-15 page PDF with one promise, examples, and a short action plan.

MINI PREVIEW

PROMPT TO CREATE IT

Act as an editor. Outline a 10-page mini ebook that helps [specific reader] achieve [result]. Give me the title, chapter list, key points for each chapter, one worksheet idea, and a short product description.

03

Practical Workbook

IDEA 3 OF 20

WHAT IT IS

An interactive document where the buyer fills in answers, makes decisions, and works through exercises.

BUYER + PAIN

People who want guidance, structure, reflection, or a step-by-step path to progress.

They know they need to decide, plan, or reflect, but do not know where to start.

FIRST VERSION IDEAS

- Career change workbook
- Digital product idea workbook
- Personal budget workbook
- Content strategy workbook

BEST FOR

Best for planning, strategy, mindset, career, money, or business decisions.

AVOID IF

Avoid if the buyer expects instant answers without doing exercises.

UPGRADE PATH

Add editable versions, printable pages, Notion versions, or a companion video.

Quick specs

DIFFICULTY	Medium
TIME	3-10 days
PRICE	EUR 9-29
PLATFORMS	Gumroad, Etsy, Payhip, website

MVP SCOPE

Five guided exercises, answer boxes, and one final decision summary.

MINI PREVIEW



PROMPT TO CREATE IT

Act as a workbook designer. Create a practical workbook for [buyer] who need to decide or plan [topic]. Give me five exercises, the prompt for each exercise, answer fields, and a final summary page.

04

Starter Guide

IDEA 4 OF 20

WHAT IT IS

A focused guide that helps someone begin with a topic that feels overwhelming.

BUYER + PAIN

Beginners who are tired of scattered information and want a clear starting point.

They are new to a topic and do not trust scattered online advice.

FIRST VERSION IDEAS

- Beginner's guide to AI tools
- Beginner's guide to remote work
- Beginner's guide to personal branding
- Beginner's guide to creating a simple website

BEST FOR

Best for an entry-level topic where sequence matters more than depth.

AVOID IF

Avoid if you cannot clearly define what beginner success looks like.

UPGRADE PATH

Expand it into a full course, bundle, email series, or paid community resource.

Quick specs

DIFFICULTY Easy-medium

TIME 3-7 days

PRICE Free to EUR 19

PLATFORMS Gumroad, newsletter, blog, Medium

MVP SCOPE

A first-steps guide with tools, common mistakes, and a 7-day starter path.

MINI PREVIEW

PROMPT TO CREATE IT

Act as a beginner educator. Build a starter guide for [topic] and [audience]. Give me the first five decisions, a 7-day path, common mistakes, tools needed, and a simple product title.

05

Template Pack

IDEA 5 OF 20

WHAT IT IS

Ready-made structures people can copy, customize, and use immediately.

BUYER + PAIN

Freelancers, creators, small business owners, marketers, students, consultants, and coaches.

They waste time recreating documents, messages, or planning structures.

FIRST VERSION IDEAS

- Freelancer proposal templates
- Client email templates
- Content planning templates
- Product launch templates

BEST FOR

Best for repeat work: proposals, emails, launch plans, briefs, scripts.

AVOID IF

Avoid if every buyer needs heavy custom work before the template helps.

UPGRADE PATH

Add more templates, real examples, video instructions, editable formats, or niche versions.

Quick specs

DIFFICULTY Easy-medium

TIME 2-7 days

PRICE EUR 9-49

PLATFORMS Gumroad, Etsy, Creative Market, website

MVP SCOPE

Three editable templates, one filled example, and one instruction page.

MINI PREVIEW



PROMPT TO CREATE IT

Act as a template product creator. Design a template pack for [buyer] who repeatedly need [task]. Give me three templates, what each includes, one filled example, instructions, and a sales-page summary.

06

Notion Template

IDEA 6 OF 20

WHAT IT IS

A ready-made workspace for organizing projects, tasks, goals, clients, content, finances, or routines.

BUYER + PAIN

Creators, freelancers, students, productivity fans, teams, and small business owners.

Their work is scattered across notes, documents, and task lists.

FIRST VERSION IDEAS

- Simple freelancer dashboard
- Content creator planner
- Student study hub
- Digital product launch dashboard

BEST FOR

Best for dashboards, trackers, client portals, study hubs, and planners.

AVOID IF

Avoid if you are mostly selling design polish instead of useful structure.

UPGRADE PATH

Add tutorial videos, automation, extra dashboards, advanced versions, and industry-specific editions.

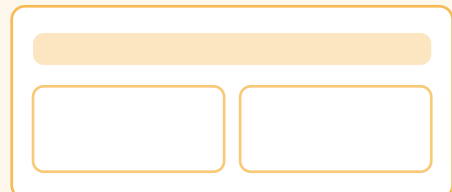
Quick specs

DIFFICULTY	Medium
TIME	3-10 days
PRICE	Free to EUR 49
PLATFORMS	Gumroad, Notion marketplaces, Reddit, website

MVP SCOPE

One dashboard, two databases, sample entries, and a setup walkthrough.

MINI PREVIEW



PROMPT TO CREATE IT

Act as a Notion workspace designer. Plan a Notion template for [buyer] managing [workflow]. Give me the dashboard sections, databases, properties, sample entries, setup steps, and product title.

07

Google Sheets Calculator

IDEA 7 OF 20

WHAT IT IS

A spreadsheet tool that calculates, tracks, forecasts, or compares something useful.

BUYER + PAIN

Small business owners, freelancers, marketers, families, creators, and finance beginners.

They need calculations but do not want to build formulas themselves.

FIRST VERSION IDEAS

- Freelance rate calculator
- Monthly budget calculator
- Digital product profit calculator
- Business expense dashboard

BEST FOR

Best for pricing, budgeting, forecasting, tracking, or comparison tools.

AVOID IF

Avoid if the logic is too fragile to explain or validate simply.

UPGRADE PATH

Add charts, instructions, scenario planning, automation, or a premium version.

Quick specs

DIFFICULTY	Medium
TIME	3-10 days
PRICE	EUR 9-39
PLATFORMS	Gumroad, Etsy, website, niche communities

MVP SCOPE

Input cells, one result area, example rows, and a simple instructions tab.

MINI PREVIEW

PROMPT TO CREATE IT

Act as a spreadsheet product designer. Plan a Google Sheets calculator for [buyer] who need to calculate [outcome]. Give me input cells, formulas to include, result sections, example rows, and usage notes.

08

Canva Template Pack

IDEA 8 OF 20

WHAT IT IS

Ready-made visual designs buyers can customize for social media, resumes, presentations, ebooks, and more.

BUYER + PAIN

Creators, coaches, freelancers, small businesses, job seekers, teachers, and marketers.

They need polished visuals but do not want to design from scratch.

FIRST VERSION IDEAS

- Instagram carousel templates
- Lead magnet templates
- Resume templates
- Presentation templates

BEST FOR

Best for repeatable visual formats: posts, resumes, slides, ebooks.

AVOID IF

Avoid if the designs are too generic to stand out in a marketplace.

UPGRADE PATH

Create niche versions, add more formats, include tutorials, or bundle multiple packs together.

Quick specs

DIFFICULTY	Medium
TIME	3-14 days
PRICE	EUR 9-49
PLATFORMS	Etsy, Gumroad, Creative Market, website

MVP SCOPE

Five layouts, one filled example, usage notes, and export instructions.

MINI PREVIEW



PROMPT TO CREATE IT

Act as a Canva product designer. Create a Canva template pack for [audience] needing [visual format]. Give me five layout ideas, page names, placeholder copy, style notes, and export instructions.

09

AI Prompt Pack

IDEA 9 OF 20

WHAT IT IS

A curated set of prompts for AI tools, organized around a clear outcome instead of random commands.

BUYER + PAIN

Creators, marketers, business owners, writers, designers, musicians, students, and entrepreneurs.

They use AI tools but get inconsistent or low-quality outputs.

Quick specs

DIFFICULTY Easy-medium

TIME 2-7 days

PRICE EUR 5-29

PLATFORMS Gumroad, Etsy, website, newsletter

FIRST VERSION IDEAS

- ChatGPT prompts for freelancers
- AI prompts for small business marketing
- Prompts for better blog posts
- Image prompts for product mockups

MVP SCOPE

Twenty prompts grouped by workflow step, with three example outputs.

MINI PREVIEW

- 
- 
- 

BEST FOR

Best for a repeat workflow with clear before-and-after examples.

AVOID IF

Avoid if the prompts are random commands without a practical sequence.

UPGRADE PATH

Add examples, screenshots, use cases, updates, videos, or use The KREATIV AI Launch Toolkit as a model for a complete build-to-launch prompt system.

PROMPT TO CREATE IT

Act as a prompt product strategist. Create an AI prompt pack for [audience] who need [outcome]. Give me 20 prompts grouped by workflow step, usage notes, three example outputs, and a product description.

10

Content Calendar

IDEA 10 OF 20

WHAT IT IS

A planning system that helps people decide what to post, publish, or send in advance.

BUYER + PAIN

Creators, coaches, local businesses, freelancers, agencies, marketers, and ecommerce stores.

They do not know what to post and lose momentum after a few days.

FIRST VERSION IDEAS

- 30-day LinkedIn content calendar
- Instagram calendar for fitness coaches
- Newsletter calendar for beginners
- Content calendar for local businesses

BEST FOR

Best for one channel, one niche, and one repeatable content goal.

AVOID IF

Avoid if you try to cover every platform and audience at once.

UPGRADE PATH

Add captions, hooks, Canva templates, hashtags, posting checklists, or monthly updates.

Quick specs

DIFFICULTY Easy-medium

TIME 2-5 days

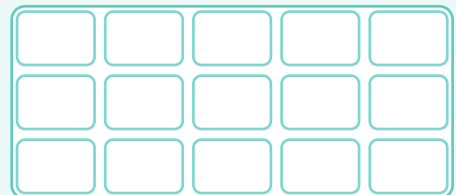
PRICE EUR 7-29

PLATFORMS Gumroad, Etsy, website, newsletter

MVP SCOPE

A 30-day calendar, five themes, hooks, and a posting checklist.

MINI PREVIEW



PROMPT TO CREATE IT

Act as a content strategist. Build a 30-day content calendar for [audience] on [platform]. Give me five content themes, 30 post ideas, hooks for the first week, CTAs, and posting notes.

11

Swipe File

IDEA 11 OF 20

WHAT IT IS

A curated collection of examples people can study, adapt, and use for inspiration.

BUYER + PAIN

Marketers, copywriters, creators, founders, designers, and ecommerce owners.

They want inspiration but need examples organized by purpose.

FIRST VERSION IDEAS

- 100 landing page headlines
- Email subject line swipe file
- Product description swipe file
- Portfolio inspiration swipe file

BEST FOR

Best for copy, design, marketing, portfolios, ads, or emails.

AVOID IF

Avoid if you only collect examples without useful notes or categories.

UPGRADE PATH

Add analysis, categories, screenshots, ratings, filters, and monthly updates.


Quick specs

DIFFICULTY	Easy
TIME	2-7 days
PRICE	EUR 5-29
PLATFORMS	Gumroad, Notion, Airtable, website

MVP SCOPE

Twenty-five examples, five categories, and a short note on why each works.

MINI PREVIEW



PROMPT TO CREATE IT

Act as a curator and copywriter. Create a swipe file for [audience] studying [type of examples]. Give me five categories, 25 example slots, notes on why each works, and adaptation rules.

12

Resource List

IDEA 12 OF 20

WHAT IT IS

A curated list of useful tools, links, platforms, communities, books, videos, or services.

BUYER + PAIN

Beginners, researchers, creators, freelancers, founders, students, and job seekers.

They waste hours looking for trustworthy tools, links, or resources.

FIRST VERSION IDEAS

- Best free tools for new creators
- 100 websites for learning AI
- Beginner resources for freelancers
- Free design resources for non-designers

Quick specs

DIFFICULTY	Easy
TIME	1-4 days
PRICE	Free to EUR 19
PLATFORMS	Gumroad, Notion, Airtable, newsletter

MVP SCOPE

Thirty resources, categories, ratings, and a best-first starting path.

MINI PREVIEW

BEST FOR

Best when curation quality matters more than the number of links.

AVOID IF

Avoid if the list will become stale and you do not plan updates.

UPGRADE PATH

Turn it into a database, add filters, ratings, tutorials, or paid updates.

PROMPT TO CREATE IT

Act as a research curator. Build a resource list for [audience] learning or doing [topic]. Give me categories, 30 resource slots, rating criteria, the top five picks, and update notes.

13

Printable Planner

IDEA 13 OF 20

WHAT IT IS

A PDF planner people can print at home or use digitally on tablets.

BUYER + PAIN

Students, parents, productivity fans, teachers, entrepreneurs, and people building habits.

They want structure for habits, schedules, study, money, or routines.

FIRST VERSION IDEAS

- Weekly productivity planner
- Habit tracker
- Budget planner
- Study planner

BEST FOR

Best for printable routines where simple layout beats complexity.

AVOID IF

Avoid if the planner needs too many niche versions before it is useful.

UPGRADE PATH

Create themed versions, seasonal versions, editable versions, or bundles.

Quick specs

DIFFICULTY Easy-medium

TIME 2-7 days

PRICE EUR 3-19

PLATFORMS Etsy, Gumroad, website

MVP SCOPE

One weekly planner, one tracker, one notes page, and print instructions.

MINI PREVIEW

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

PROMPT TO CREATE IT

Act as a planner designer. Create a printable planner for [audience] who want to manage [routine]. Give me page types, weekly layout, tracker fields, print notes, and a product title.

14

Client Onboarding Kit

IDEA 14 OF 20

WHAT IT IS

A professional pack that helps freelancers and small businesses start client work smoothly.

BUYER + PAIN

Freelancers, designers, developers, copywriters, consultants, coaches, and agencies.

They lose time and professionalism during the first days with a client.

FIRST VERSION IDEAS

- Freelancer client welcome pack
- Website project onboarding kit
- Coaching client intake kit
- Consultant discovery call kit

BEST FOR

Best for freelancers or service providers with repeat onboarding steps.

AVOID IF

Avoid if the niche requires legal documents you cannot safely provide.

UPGRADE PATH

Add contracts, proposal templates, invoice templates, email sequences, and project management templates.

Quick specs

DIFFICULTY	Medium
TIME	5-10 days
PRICE	EUR 19-79
PLATFORMS	Gumroad, website, LinkedIn, communities

MVP SCOPE

Welcome email, intake form, kickoff checklist, and delivery timeline.

MINI PREVIEW



PROMPT TO CREATE IT

Act as a freelancer operations consultant. Create a client onboarding kit for [service provider]. Give me a welcome email, intake form questions, kickoff checklist, delivery timeline, and follow-up message.

15

Email Template Pack

IDEA 15 OF 20

WHAT IT IS

Ready-to-use email messages for common situations like sales, support, onboarding, or follow-up.

BUYER + PAIN

Freelancers, creators, business owners, marketers, job seekers, and ecommerce stores.

They stare at a blank email when they need to follow up or sell.

FIRST VERSION IDEAS

- Freelancer follow-up email templates
- Customer support email templates
- Newsletter welcome templates
- Product launch email templates

BEST FOR

Best for repeat situations: follow-up, onboarding, launch, support.

AVOID IF

Avoid if the templates sound too generic without personalization notes.

UPGRADE PATH

Add subject lines, variations, industry-specific versions, and automation examples.

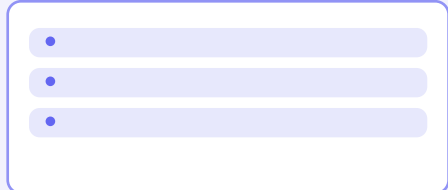
Quick specs

DIFFICULTY	Easy-medium
TIME	2-7 days
PRICE	EUR 9-49
PLATFORMS	Gumroad, Etsy, website, newsletter

MVP SCOPE

Ten templates, subject lines, personalization notes, and one sequence.

MINI PREVIEW



PROMPT TO CREATE IT

Act as an email copywriter. Create an email template pack for [buyer] handling [situation]. Give me ten templates, subject lines, personalization notes, sequence order, and usage instructions.

16

Social Media Caption Pack

IDEA 16 OF 20

WHAT IT IS

A collection of hooks, captions, post ideas, and calls to action for people who post online.

BUYER + PAIN

Creators, coaches, small businesses, real estate agents, fitness trainers, local shops, and agencies.

They need posts quickly but do not want captions that sound generic.

FIRST VERSION IDEAS

- 100 Instagram captions for coaches
- LinkedIn hooks for freelancers
- Caption pack for local businesses
- Personal brand post ideas

BEST FOR

Best for a specific audience, format, or business niche.

AVOID IF

Avoid if you only sell prompts instead of ready-to-use examples.

UPGRADE PATH

Bundle with Canva templates, content calendars, hashtag lists, and posting strategy guides.

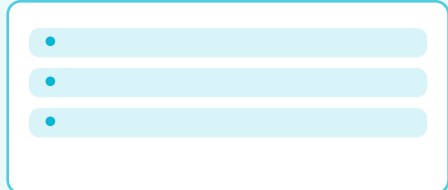
Quick specs

DIFFICULTY	Easy
TIME	2-5 days
PRICE	EUR 5-29
PLATFORMS	Gumroad, Etsy, website, social media

MVP SCOPE

Twenty-five hooks, twenty-five captions, and five call-to-action options.

MINI PREVIEW



PROMPT TO CREATE IT

Act as a social media strategist. Create a caption pack for [audience] posting about [topic]. Give me 25 hooks, 25 captions, CTA options, tone rules, and hashtag categories.

17

Micro-Course

IDEA 17 OF 20

WHAT IT IS

A short learning product that teaches one specific outcome without becoming a giant course.

BUYER + PAIN

People who want a result quickly without watching hours of video.

They want a skill or outcome without committing to a huge course.

FIRST VERSION IDEAS

- Create your first Gumroad product
- Build a simple portfolio website
- Write your first newsletter
- Plan 30 days of content

BEST FOR

Best for one result that can be taught in less than one hour.

AVOID IF

Avoid if the topic needs ongoing support or advanced troubleshooting.

UPGRADE PATH

Add assignments, templates, live workshops, community access, or a premium version.

Quick specs

DIFFICULTY Medium-hard

TIME 1-3 weeks

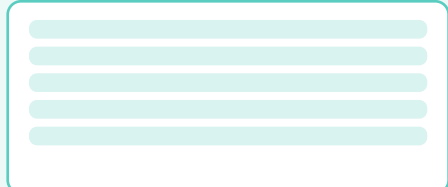
PRICE EUR 19-99

PLATFORMS Gumroad, Podia, Teachable, website

MVP SCOPE

Five short lessons, one exercise per lesson, and a completion checklist.

MINI PREVIEW



PROMPT TO CREATE IT

Act as an instructional designer. Create a micro-course that helps [student] achieve [result]. Give me five short lessons, one exercise per lesson, completion checklist, and a simple sales description.

18

Digital Asset Pack

IDEA 18 OF 20

WHAT IT IS

Creative files people can use in their own projects, from icons and textures to audio loops and UI kits.

BUYER + PAIN

Designers, creators, developers, video editors, musicians, marketers, and small businesses.

They need usable creative assets without hiring a designer or producer.

FIRST VERSION IDEAS

- Minimal icon pack
- Social media texture pack
- Simple UI kit
- Royalty-free background loops

BEST FOR

Best for coherent asset sets with clear file formats and licensing.

AVOID IF

Avoid if the assets are too random to solve a specific creative need.

UPGRADE PATH

Create larger bundles, add commercial licenses, release themed collections, or build a subscription.

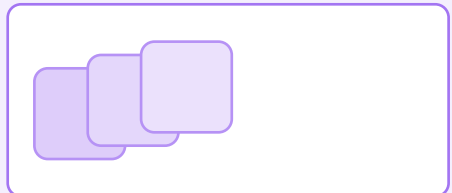
Quick specs

DIFFICULTY	Medium
TIME	1-3 weeks
PRICE	EUR 9-49
PLATFORMS	Creative Market, Gumroad, Etsy, website

MVP SCOPE

Ten matching assets, naming rules, license terms, and preview sheet.

MINI PREVIEW



PROMPT TO CREATE IT

Act as a digital asset product designer. Plan an asset pack for [creator type] needing [asset type]. Give me ten asset ideas, naming rules, file formats, license notes, and preview-page copy.

19

Niche Data List

IDEA 19 OF 20

WHAT IT IS

A curated database that saves people research time by collecting valuable information in one place.

BUYER + PAIN

Marketers, founders, researchers, job seekers, freelancers, sales teams, and creators.

They need research data but do not want to gather it manually.

Quick specs

DIFFICULTY Easy-medium

TIME 3-10 days

PRICE EUR 9-49

PLATFORMS Gumroad, Airtable, Notion, Google Sheets

FIRST VERSION IDEAS

- 100 AI tools for small businesses
- Podcast list for startup founders
- Newsletter directory for creators
- Remote job board list

MVP SCOPE

Twenty-five entries, useful fields, filters, and a freshness date.

MINI PREVIEW

BEST FOR

Best for lists where freshness, filters, and fields create real value.

AVOID IF

Avoid if the data cannot be verified or maintained over time.

UPGRADE PATH

Add filters, contact details, ratings, update schedules, and premium monthly updates.

PROMPT TO CREATE IT

Act as a data product researcher. Create a niche data list for [buyer] researching [market]. Give me fields, 25 starter entries to collect, quality criteria, filters, and a freshness plan.

20

Starter Bundle

IDEA 20 OF 20

WHAT IT IS

A package that combines several small products into one useful offer.

BUYER + PAIN

Beginners who want everything in one place instead of buying separate files.

They want a complete starting point instead of buying separate files.

FIRST VERSION IDEAS

- Digital product starter bundle
- Freelancer starter bundle
- Content creator starter bundle
- Small business marketing bundle

BEST FOR

Best when several small assets solve one shared problem together.

AVOID IF

Avoid if the bundle is only a pile of unrelated files.

UPGRADE PATH

Add videos, more templates, community access, updates, or a premium version.

Quick specs

DIFFICULTY	Medium
TIME	1-3 weeks
PRICE	EUR 19-99
PLATFORMS	Gumroad, Payhip, website, newsletter

MVP SCOPE

Three small assets, one setup guide, and one recommended order of use.

MINI PREVIEW



PROMPT TO CREATE IT

Act as a product packager. Build a starter bundle for [buyer] solving [problem]. Give me three included assets, a setup guide outline, recommended use order, bonus idea, and sales description.

How to Choose Your First Product

Start with the one you can finish, not the one that sounds impressive.

Use this scorecard. If you answer yes to at least five questions, the idea is probably good enough to test.

- Can I create a simple version in 7 days?
- Do I understand who it is for?
- Does it solve a real problem?
- Can I explain the value in one sentence?
- Can I sell or share it without a complex website?
- Can I improve it later?
- Would I use something like this myself?

You do not need certainty.

You need a small launch. The market teaches you after you publish.

The 7-Day First Product Plan

A simple path from idea to published first version.

1

DAY 1 Pick one problem

Choose one audience and one specific problem. Avoid vague ideas for everyone.

2

DAY 2 Choose the simplest format

A checklist is easier than a course. A template is easier than an app.

3

DAY 3 Create the outline

Write the sections, steps, pages, or files your product will include.

4

DAY 4 Build the first version

Use tools you already know: Google Docs, Canva, Notion, Sheets, Figma, or slides.

5

DAY 5 Add examples and instructions

Examples make the product easier to use and more valuable.

6

DAY 6 Create the sales page

Explain who it is for, what problem it solves, what is included, and how to use it.

7

DAY 7 Publish and share

Upload it, write a simple launch message, and ask for feedback.

Simple launch message

I created this because I noticed people struggle with [problem]. It is a simple [format] that helps you [result]. You can download it here: [your product link]

OPTIONAL COMPANION

When you want help executing this plan, The KREATIV AI Launch Toolkit adds prompts for outlines, sales copy, launch posts, and follow-up.

Launch and Distribution Playbook

Where to share, how to ask, and what to learn from early feedback.

Where to share

- Your email list or personal newsletter.
- A relevant niche community where the problem is already discussed.
- A short post on LinkedIn, X, Threads, Reddit, or a private group.
- Build a list of 10 people who match the buyer profile.

How to ask

- Say who it is for and what result it helps them get.
- Ask for one specific reaction: confusing, useful, missing, or worth paying for.
- Do not ask if they like it. Ask what would make it more useful.
- Give a simple link and one sentence explaining the first step.

How to judge feedback

- If people understand the promise, keep the idea and improve the product.
- If people are confused, improve the title, preview, and sales page.
- If nobody cares, narrow the buyer or pick a more painful problem.
- If people ask for the same addition, make that the version 1.1 upgrade.

First validation script

I made a small [format] for [specific buyer] who struggle with [problem]. It helps them [result]. Could you look at the preview and tell me what is confusing, missing, or useful?

MINI PREVIEW

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

Validation Scorecard

Find 10 people, ask at least 5, aim for 3 replies.

Validation is not asking people if they like your idea. It is watching whether the right people understand the promise, want the result, and take a small action.

1

10 people found

You have enough possible testers to avoid guessing.

2

5+ people asked

You have made the first validation move.

3

3+ replies

The problem is familiar enough to keep testing.

4

2+ would use it

Build the smallest useful version.

5

1 paid or preorder

Publish version 1.0 and improve from buyers.

6

No response

Change the buyer, problem, title, or preview.

Three useful follow-up questions

- What part of the preview is immediately useful?
- What would make this worth paying for?
- What would you remove, rename, or make simpler?

Validation Tracker

Track your first five asks and decide the next action.

Use this after you build a simple preview. Find 10 possible buyers, ask at least 5, and look for 3 honest replies before you overbuild.

Decision rule

If nobody replies, change the buyer/problem/title. If 3+ reply, keep testing. If 1 person pays or asks for the full version, publish version 1.0.

Person / source	Reply	Use	Pay	Useful / missing / confusing	Next action
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

Common Beginner Mistakes

Most first products fail because they are too vague, too big, or never published.

1

Building something too big

Your first product should not be a giant course or complicated software tool. Start smaller.

2

Creating without a clear buyer

A product for everyone is hard to sell. A product for a specific person with a specific problem is easier to explain.

3

Spending too much time on design

Good design helps, but usefulness matters more. Make it clear, readable, and easy to use.

4

Waiting for a big audience

You need a small group of people who care about the problem, not a massive audience.

5

Quitting after the first launch

Improve the title, sales page, preview, examples, price, and sharing message. Then launch again.

Ready-to-Sell Packaging Checklist

Do this final pass before you publish version 1.0.

Product file

- The file name is clean and easy to understand.
- The first page or first screen explains how to use it.
- Examples are included where buyers might get stuck.
- The product has no draft notes, placeholders, or broken links.

Sales page

- The headline names the buyer, problem, and result.
- The preview image shows the real product, not a vague graphic.
- The page clearly lists what is included.
- The price and button text are direct and easy to understand.

Delivery and trust

- The download or access flow has been tested before sharing the link.
- Add a license note: Personal use only unless stated otherwise.
- Add a support note: For support, contact [email].
- Add a refund note: Digital downloads are usually final unless there is an access issue.

Product Brief Worksheet

Turn a rough idea into a simple first version.

PRODUCT TYPE

AUDIENCE

SPECIFIC PROBLEM

CLEAR RESULT

WHAT IS INCLUDED

WHAT IS NOT INCLUDED

DELIVERY FORMAT

PRICE

VERSION 1 SCOPE

UPGRADE LATER

One-sentence promise
I will create a [product type] for [specific audience] that helps them [specific result].

Buyer and Problem Worksheet

Make the offer easier to explain by narrowing the buyer and result.

Who has this problem right now?

What situation triggers the problem?

What do they currently use instead?

What feels slow, expensive, confusing, or risky?

What would make them say this was worth it?

Where can you find 10 people like this?

Pricing and Offer Worksheet

Choose a simple price and a clear scope for version one.

Beginner price anchors

Free	lead magnet or audience builder
EUR 5-19	simple PDF, list, prompt pack, or planner
EUR 19-49	template pack, workbook, calculator, or asset pack
EUR 49-99	bundle, kit, micro-course, or premium version

WHAT BUYERS GET

WHY THIS PRICE IS FAIR

WHAT YOU WILL ADD AFTER FEEDBACK

FIRST LAUNCH PRICE

Sales Page Outline

Use this structure before designing a full landing page.

HEADLINE

Name the buyer, problem, and result.

SHORT PROMISE

Explain what the product helps them do in one or two lines.

WHAT'S INCLUDED

List files, pages, templates, examples, or lessons.

HOW TO USE IT

Tell buyers what to do first, second, and third.

BEST FIT

Say who it is for and who it is not for.

BUTTON TEXT

Keep it direct: Download the checklist, Get the template, Start the workbook.

Launch Checklist

Use this before you publish and again after feedback.

Before publishing

- The product has one clear buyer.
- The product solves one specific problem.
- The file names are clean and easy to understand.
- The sales page says what is included.

Launch day

- Upload the product to your chosen platform.
- Test the download or access flow.
- Share the simple launch message.
- Ask at least 5 specific people for feedback.

After the first launch

- Improve the title or preview if people are confused.
- Add examples where buyers get stuck.
- Collect testimonials or useful objections.
- Launch again with the improved version.



Final Thought

Your first digital product is not only about money.
It is also about learning.

- You learn how to package knowledge.
- You learn how to explain value.
- You learn how to publish.
- You learn how to sell.
- You learn what people actually want.

Start with one small useful product.

Not perfect. Not huge. Not complicated. Useful.

Your version 1.0 next step

Complete the Product Brief Worksheet first, then publish the smallest version you can finish this week.

[Start worksheet](#)

OPTIONAL COMPANION PDF

The KREATIV AI Launch Toolkit adds 100 prompts for product outlines, offers, sales pages, launch posts, and follow-up.

[Get the toolkit](#)

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