SAMPLE

The Digital Product Playbook

A Systems Approach to Creating and Selling Online

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Free sample: Introduction & Chapter 1

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This free sample contains the Introduction and Chapter 1. The complete book contains the full contents above.

Introduction

Most digital product creators are one-hit wonders. They create one product, launch it, make some sales, and then... nothing. They don't know what to make next. They don't have a system for deciding what to create, how to price it, or how to sell it consistently.

This book fixes that. It's not about creating one product — it's about building a repeatable system that produces profitable digital products on demand.

The digital product journey usually goes like this:

1. You have an idea for a digital product. 2. You spend weeks or months creating it. 3. You launch it. You make some sales — maybe $200, maybe $2,000. 4. Sales slow down after the launch week. 5. You don't know what to do next. Do you create another product? Promote the same one? Give up? 6. You either create a second product from scratch (repeating the entire process) or abandon digital products altogether.

The problem isn't the product. The problem is the absence of a system. Without a system, every product is a one-off gamble. You're betting on each product individually instead of building a portfolio that works together.

This book teaches you to think in systems: a repeatable creation pipeline, a product catalog (not one-off items), upsell and cross-sell paths, automated delivery, and data-driven iteration.

- Creators who've sold a digital product but can't replicate the success. - Freelancers who want to add scalable digital products to their services. - Content creators who have an audience but no product system. - Anyone who wants to treat digital products as a business, not a side project. - People who have tried selling digital products and struggled with consistency.

- How to design a repeatable product creation workflow. - How to build a product catalog instead of one-off items. - How to create upsell and cross- sell paths that increase average order value. - How to automate product delivery and follow-up sequences. - How to track which products perform and why. - How to iterate based on customer feedback. - How to scale your product business without doubling your effort. - How to design a 3-product catalog with upsell paths.

- Book 3 (Digital Products That Sell) covers how to create your first digital product. - Book 4 (Your First Online Sale) covers the mechanics of making your first sale. - This book (Book 18) is the systems layer. It assumes you know how to create a digital product and focuses on building a repeatable, scalable

product business — the pipeline, the catalog, the upsells, the automation, and the data.

Here's the principle: One product is an experiment. A product system is a business.

When you have one product, every sale depends on that product. If it doesn't sell, you have nothing. If it sells out (in a limited offer), you have no follow-up. If a customer wants more, you have nothing to offer.

When you have a product system — multiple products at different price points, connected by upsell and cross-sell paths, delivered automatically, and tracked with data — every customer can buy multiple products over time. One product launch brings in customers who then buy your other products. The system compounds.

The difference between creators who make $500 from digital products and creators who make $50,000 isn't talent. It's systems. This book is about building that system.

Let's start with the most important concept: the product creation workflow.

Chapter 1: The Product Creation Workflow

A workflow is a repeatable process. Instead of improvising every time you create a product, you follow a defined sequence of steps. Each step has inputs, outputs, and quality criteria. The workflow ensures every product meets your standards — and takes less time with each iteration.

This chapter defines the product creation workflow you'll use for every digital product.

Before creating anything, validate that people want it. The most expensive mistake in digital products is spending weeks creating something nobody buys.

Validation methods: - Survey your audience: Ask your email list, social media followers, or community what they're struggling with. What would they pay to solve? - Check existing products: Search Gumroad, Etsy, Amazon, or Udemy for products in your niche. If products exist and sell, there's demand. Read the reviews — what do customers wish was different? That's your opportunity. - Pre-sell: Create a sales page before the product exists. Drive traffic to it. If people buy (or join a waitlist), you have validated demand. Offer a money-back guarantee if you don't deliver by a specific date. - Keyword research: Use Google Trends, AnswerThePublic, or Ubersuggest to see what people are searching for in your niche.

Output: A validated product idea with evidence of demand.

Define the product precisely before creating it. Ambiguity leads to scope creep and wasted time.

Product definition document: - Product name: Clear, descriptive, benefit-oriented. - Format: Ebook, course, template pack, toolkit, membership, audio pack. - Target customer: Who specifically buys this? (Not "everyone" — a specific person with a specific problem.) - Problem solved: What specific problem does this product solve? - Outcome delivered: What will the customer be able to do after using this product? - Price point: What will you charge? (Based on value delivered, not hours spent.) - Delivery method: How will the customer access the product? (Download, member area, email.) - Creation time estimate: How long will it take to create?

Output: A one-page product specification.

Create the product based on the specification. This is the most time- intensive step.

Time targets by format: - Ebook (10,000-20,000 words): 2-3 weeks. - Mini-course (5-10 videos): 1-2 weeks. - Template pack (10-20 templates): 1 week. - Toolkit (collection of resources): 1-2 weeks. - Full course (20-50 videos): 4-8 weeks.

Quality criteria: - Content delivers on the product's promise. - No filler — every section adds value. - Professional formatting and design. - Clear instructions or explanations. - Actionable — the customer can apply it immediately.

Output: A finished product ready for review.

Before launching, review the product for quality and completeness.

Review checklist: - [ ] Does the product deliver the promised outcome? - [ ] Is the content accurate and up-to-date? - [ ] Is the formatting consistent and professional? - [ ] Are there any errors (typos, broken links, missing files)? - [ ] Would you pay the asking price for this product? - [ ] Does it match or exceed competing products?

If any answer is "no," fix it before proceeding. Launching a low-quality product damages your reputation and future sales.

Output: A quality-approved product ready for sales materials.

The product alone doesn't sell — the sales materials do. Create:

- Sales page: Headline, benefits, features, social proof, price, CTA, FAQ. - Product images/mockups: Visual representations of the product (use Canva, smartmockups, or Placeit). - Email sequence: 3-5 emails announcing the product to your list. - Social media content: 5-10 posts promoting the product across platforms. - Affiliate materials: If you have affiliates, provide them with swipe copy and images.

Output: Complete sales materials ready for launch.

Set up the product for sale and launch it.

Setup: - Upload the product to your sales platform (Gumroad, Stan Store, Podia, or your own site). - Set the price and payment terms. - Configure delivery (automatic download or access email). - Test the purchase process end-to-end (buy it yourself with a test payment). - Set up analytics tracking (visitors, conversion rate, revenue).

Launch sequence: - Day 1: Announcement email to your list. Social media posts. - Day 2: Educational content that leads to the product (blog post, video, social post). - Day 3: Social proof post (early results or testimonials). - Day 4: Reminder email. "Last chance for [launch bonus]." - Day 5: Final email. "Closes

tonight."

Output: Product is live and generating sales.

After the launch (1-2 weeks), review the data and optimize:

- Sales data: How many units sold? What was the conversion rate? What was the revenue? - Customer feedback: What did customers say? Any complaints or suggestions? - Traffic data: Where did buyers come from? Which channel converted best? - Refund data: If there were refunds, why? (A high refund rate signals a quality or expectation issue.)

Based on the data: - Adjust the price (up if selling well, down if conversion is low). - Update the sales page (fix any objections that came up in feedback). - Create a follow-up email sequence for future buyers. - Plan the next product based on what customers asked for.

Output: An optimized product and data for planning the next one.

The first time you run this workflow, it takes 4-6 weeks (mostly content creation). The second time, it's faster — you have templates, tools, and experience. By the third or fourth product:

- Steps 1, 2, 5, 6, 7 take 2-3 days total (you have templates and systems). - Step 3 (content creation) is the only variable, and it gets faster with practice. - Step 4 (quality review) becomes a quick checklist.

The workflow compresses from 6 weeks to 2-3 weeks per product. By your fifth product, you can launch a new product every 2-3 weeks — creating a compounding catalog that generates increasing revenue.

1. Write down the 7 steps. For each, note: how long does it take you currently? How long should it take? 2. Identify your slowest step. That's where to focus your improvement. 3. Create templates for steps 2 (product definition), 5 (sales page), and 6 (email sequence). Templates speed up every future product. 4. Run the workflow for your next product. Time each step. Track your improvement.

The workflow turns product creation from an ad hoc project into a repeatable system. Every product follows the same process, gets the same quality, and takes less time than the last one. That's how you build a product business — not a one-off product.

End of free sample. The full book is available at putrabooks.github.io