

Digital Product Workbench

Turn useful expertise into one finished digital product people can actually use

FREE PREVIEW

What's included in the full kit

- 17-page implementation guide (Letter + A4 PDF)
- 11-page workbook with 10 worksheets (Letter + A4 PDF)
- Workbench templates: 10 production specs (PDF)
- Production manifest (CSV)
- One-page quick reference (Letter + A4 PDF, plus phone PNG)
- Plus cover art and a README

Free preview · Full kit at kitandfile.com

1. Choose the Buyer's Use Moment

Module 1 of 10

Why This Matters

A digital product competes with inaction, free information, and half-finished downloads. Start with the moment a specific buyer reaches for help and the task they need to complete.



When You're Done

You can name the buyer, trigger, task, current workaround, and consequence of failure.



Do This Now

- 1 Describe the buyer by responsibility and situation.
- 2 Name the trigger that makes the task urgent now.
- 3 Record the current workaround and why it fails.
- 4 Write the observable result the buyer needs after using the product.

Use Moment

A freelance designer preparing a first client kickoff tomorrow needs a reusable agenda and decision log—not a broad course about client communication.



Reflection

At what exact moment would the buyer open this product?