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FREE SAMPLE · 6 PAGES

DIGITAL PRODUCT WORKBENCH · FREE SAMPLE

Digital Product Workbench

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

IN THIS SAMPLE

1. What this is and who it's for
2. Build One Complete Slice First
3. Choose the Buyer's Use Moment (Module 1 of 10)
4. Workbook: Buyer Use-Moment Brief

\$39

FULL KIT · GUIDE, FILLABLE WORKBOOK, QUICK REFERENCE, PHONE REFERENCE, WORKBENCH TEMPLATES, TRACKER SPREADSHEET

Less content. More use.

What This Is, Who It Is For

FIT What this is

This is a production system for turning proven expertise into one coherent downloadable product. It covers product definition, scope, source and rights control, module design, prototyping, user testing, packaging, pricing, and release QA.

FIT Who this is for

For a consultant, educator, creator, operator, or subject-matter expert who has useful material but needs to turn it into a structured, finished digital product rather than a folder of disconnected notes and templates.

By the end, you will have:

- A buyer/use-moment brief, finished-result contract, and minimum complete scope.
- A sourced product architecture, module specification, and tested complete slice.
- Observed completion-test evidence, clean customer packaging, and a release decision.

WHAT THIS IS NOT

It is not a passive-income promise, a generic course outline generator, a library of filler prompts, a marketing campaign kit, or permission to reuse material you do not own.

Build One Complete Slice First

Do not outline ten modules and begin writing all of them. Prove the product system on one representative slice before multiplying the work.

WORKFLOW

The Sequence

1. Name the buyer's use moment and the artifact they must finish.
2. Define the minimum complete scope and sequence the required decisions.
3. Choose one representative module and write its production specification.
4. Build, export, and complete that slice yourself; record system-level failures.

STOPPING POINT

Scale production only after the slice's instructions, example, exercise, typography, and export behavior work together.

1. Choose the Buyer's Use Moment

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.

CHECKLIST

Do this now

- ☐ Describe the buyer by responsibility and situation.
- ☐ Name the trigger that makes the task urgent now.
- ☐ Record the current workaround and why it fails.
- ☐ 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?

Buyer Use-Moment Brief

Anchor the product in a real moment and task.

WORKSHEET

Buyer Use-Moment Brief

Buyer and Responsibility:

Trigger Moment:

Current Workaround and Failure:

Result Needed Now:

Want the rest of Digital Product Workbench?

Most digital products fail before marketing because the buyer's job is vague, modules do not produce usable outputs, examples and worksheets drift, or the final ZIP is confusing. This workbench makes the product itself complete and testable.

THE FULL KIT INCLUDES

- Guide (Letter and A4)
- Fillable workbook (Letter and A4)
- Quick reference (Letter and A4)
- Phone reference
- Workbench templates
- Tracker spreadsheet (CSV)

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