

PRODUCT BLUEPRINT

GUIDE &

TEMPLATES



TURN YOUR IDEAS INTO INCOME!

HELLO!

So, you've nailed down your niche; now it's time to bring it to life. The next step in your digital business journey is choosing the kind of product you'll create. Don't worry, this workbook isn't about overwhelming you with tech or complicated platforms. It's simply a primer: a look at the most popular (and doable) digital products you can make, complete with real-world examples and easy tools to get you started.

Think of it like a menu; you don't have to try everything, you just need to pick the dish that excites you most. As you go, jot down ideas, highlight what feels achievable, and let your creativity wander. By the end, you'll know exactly which product type fits your skills, your audience, and your comfort zone.

These are the digital products we'll be looking at:

1 EBOOKS

2 EMAIL COURSES

3 VIDEO TUTORIALS

4 SPREADSHEETS

5 CHECKLISTS

6 TEMPLATES

7 PRINTABLES (PLANNERS/TRACKERS)

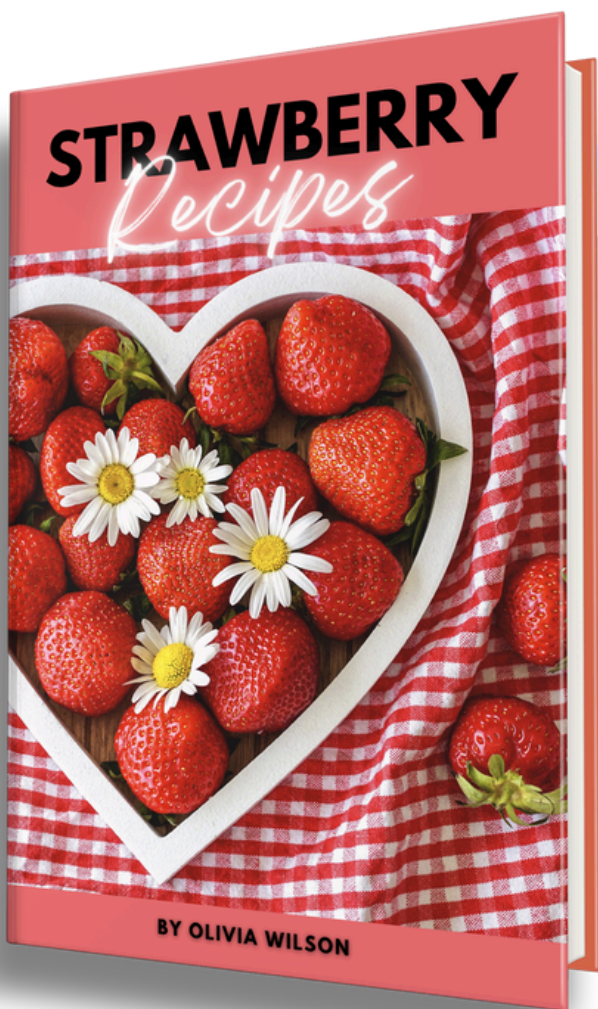
8 MINI WORKSHOPS

9 AUDIO LESSONS

EBOOKS

You've got stories, lessons, and know-how sitting in your head; why not bundle it up into a neat little book that someone else can actually use? An eBook can be sold a thousand times over without you ever having to lift another finger.

That's called working smarter, not harder.



How To Create

1. Write your content in Word or Google Docs.
2. Assemble any relevant images or graphics.
3. Use a template (or design your own) to create your ebook with Canva. Copy & paste your content from the Word doc and drop in your images.
4. Export as a PDF.

Tools & Platforms

- Google Docs/Word (writing)
- Canva (design)
- Gumroad, Payhip, or your own site (selling)

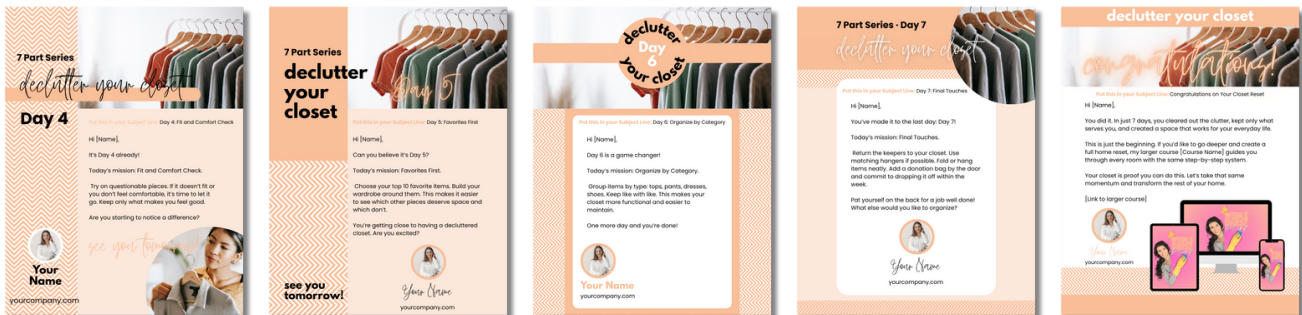
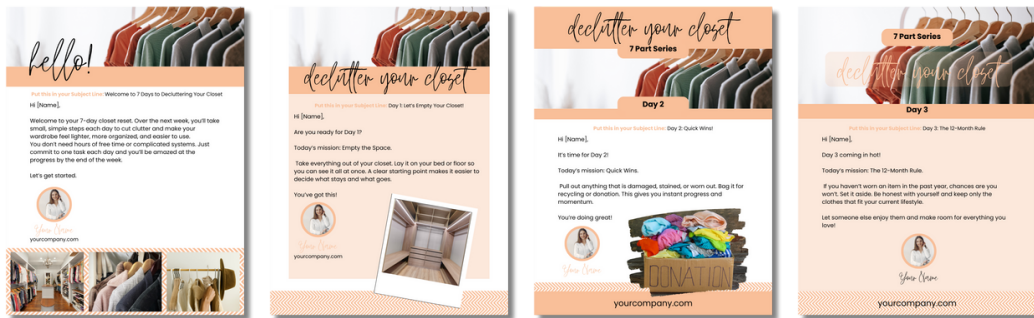
You can try out this recipe book template by clicking [HERE](#).

You've seen how an eBook can package what you know into something polished and tangible. Next, let's explore email courses; short, friendly lessons that land right in someone's inbox.

EMAIL COURSES

Think of this as teaching by drip-feed. Instead of overwhelming someone with everything at once, you land in their inbox with bite-sized lessons that keep them coming back for more. Helpful for them, profitable for you

Pick one of the designs below and repeat it for each day to keep a consistent feel to your email course.



Click [HERE](#) to access this email course template.

How To Create

1. Write your lessons like short blog posts.
2. Break them into bite-sized chunks.
3. Schedule them in an email service.

Tools & Platforms

- MailerLite
- ConvertKit
- Mailchimp (beginner-friendly)

An email course keeps people learning from you one small step at a time. If you'd rather show than tell, video tutorials might be your sweet spot.

VIDEO TUTORIALS

Sometimes people don't want to read about how to do something; they want to see it done. A video tutorial puts you right in their kitchen, garden, or living room, showing them exactly how it's done. They get results, you get paid.

Video Planner

Title How to Build a Raised Garden Bed in One Afternoon

Date 03/28

Published

Description/Ideas

- step-by-step
- filmed on a phone
- with voiceover explaining the process

1. Show completed garden first.
2. Overhead drawing on paper.
3. Film trip to lumber store?

Script/Talking Points

Gather your materials and get your measurements before you begin. You'll want to draw this out on paper first.

To Do List

- Film
- Voice Over
- Edit
- Thumbnail
- Description
- Links
- Music
- Upload
- Post

Social Media

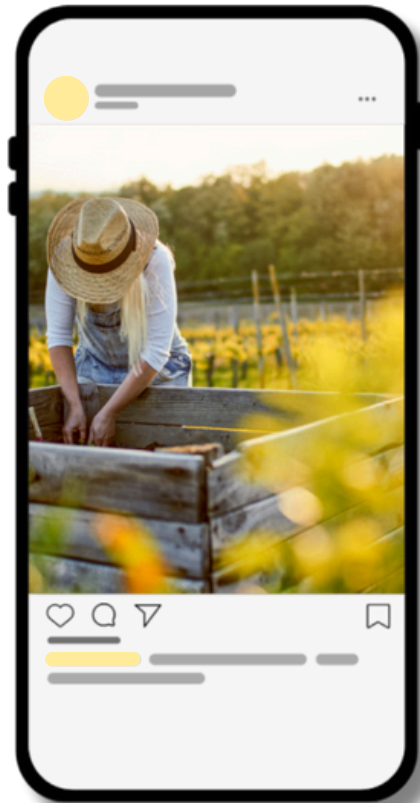
Hashtags

backyard garden

raised bed gardening

#

Notes



You can use this Video Planner page [HERE](#).

How To Create

1. Use your smartphone to film.
2. Edit with simple tools (iMovie, CapCut)
3. Host the finished video online.

Tools & Platforms

- Canva (video editing, surprisingly good now)
- Loom (screen recording if teaching online tools)
- YouTube (private/ unlisted links for delivery)

Videos make your knowledge come alive, one demonstration at a time.

But sometimes, people don't want to watch; they just want a simple tool, like a spreadsheet.

TEMPLATES

Think of templates as 'done-for-you' helpers. You give people the bones of what they need, and they just fill in the blanks. That saves them hours of work, and when you save people time, they'll happily open their wallets.



Find this Birthday Party template [HERE](#).

How To Create

1. Make the blank structure/design.
2. Add example/filler text.
3. Save it as a template file or an editable PDF.

Tools & Platforms

- Canva (design templates for flyers, invites, etc.)
- Google Docs/Sheets (functional templates)
- Etsy or Creative Market (selling)

Templates save people time by giving them a ready-made structure. Another crowd-pleaser? Printables, which people can download and use at home again and again.

PRINTABLES (PLANNERS/TRACKERS)

Printables are like little life organizers your customers can use again and again. Whether it's tracking workouts, planning meals, or keeping the kids on schedule, you give them order in a chaotic world. And order always sells.

How To Create

1. Think of a process you know well.
2. Use Canva or Google Docs to design simple layouts.
3. Save as PDFs for easy printing.

Tools & Platforms

- Canva (pretty, printable PDFs)
- Google Docs (simple)
- Etsy/Your Own Shop (for selling)



Use this Walking Challenge template to create a printable of your own [HERE](#).

Printables bring your ideas off the screen and into everyday life. But if you want a more interactive way to teach, mini workshops are a natural next step.

MINI WORKSHOPS

Workshops are your chance to roll up your sleeves and teach live, or record once and sell the replay. It's personal, it's interactive, and it makes your audience feel like they've got you right there in the room.

That kind of connection builds loyalty *and* income.



How To Create

1. Outline your lesson.
2. Pick 2–3 points to cover.
3. Record on Zoom or your phone.
4. Sell the replay.

Tools & Platforms

- Zoom (live)
- YouTube (unlisted for replays)
- Teachable or Thinkific (hosting paid workshops)

Workshops let people learn with you in real time or on replay. Not ready for video? Audio lessons can share your voice in a more relaxed, portable way.

AUDIO LESSONS

Not everyone has time to sit down and read or watch. Audio lessons let people learn on the go; while driving, walking, or folding laundry. Your voice becomes their companion, and your wisdom becomes their upgrade. It's simple for you, powerful for them.



How To Create

1. Record with your phone or a free app.
2. Edit lightly, and save as MP3s.
3. Deliver via email or private podcast feed.

Tools & Platforms

- Voice Memos (iPhone) or Audacity (free desktop)
- Anchor/Spotify for Podcasters (hosting)
- Gumroad or Payhip (delivery)

Audio lessons prove that all you need is your voice and a message to make an impact. With this final option, you now have a full menu of product types to choose from.

BRAINSTORM

Audience

Blank space for writing audience details.

Product Ideas

Large blank space for writing product ideas.

Concerns

Blank space for writing concerns.

Blank space for writing additional notes or ideas.

Five horizontal lines for writing additional notes or ideas.

FROM IDEA TO INCOME SERIES

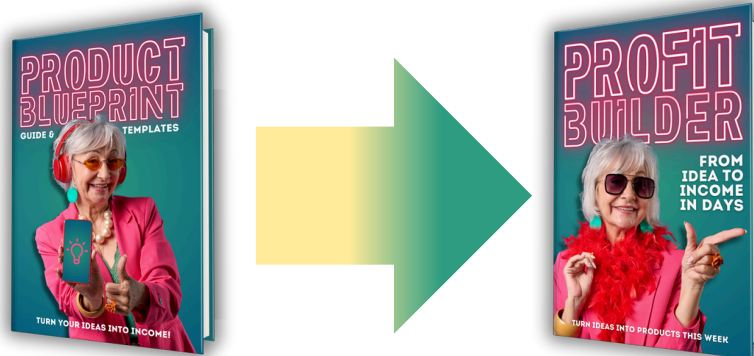
Roadmap

Where you are now:

You've explored the wide world of digital products and chosen the type that fits your niche and skills best.

Where to go next:

Step into Profit Builder to roll up your sleeves and create your first sellable product.



- 1** Making Money with Digital Marketing & Social Media
 - A crash course in how digital marketing works.



- 2** Niche Finder
 - Discover the niche that makes your skills profitable.



- 3** Product Blueprint
 - Explore your product options and choose your path.



- 4** Profit Builder
 - Create your very first sellable product.



- 5** Package Perfect
 - Polish, price, and package your product for the spotlight.



- 6** Market Ready
 - Learn how to get your product seen.



- 7** Social Seller
 - Share your first posts, connect with buyers, and make sales.





ARE YOUR WHEELS TURNING?

You've just walked through some digital product ideas and have seen how many doors are open to you. Whether it's writing, talking, teaching, or simply organizing, there are so many ways to teach others what you already know. The beauty of digital products is that there's no one "right" choice. You can start small, experiment, and grow as your confidence does.

In the next workbook, we'll take things further: shaping your first product idea into something real. You'll learn how to plan it, create it step by step, and get it ready to share with the world.

This is where your niche and your creativity finally meet; on the page, on the screen, and in the hands of people who need it.