

# PROFIT BUILDER

**FROM  
IDEA TO  
INCOME  
IN DAYS**



**TURN IDEAS INTO PRODUCTS THIS WEEK**

# OH, HI THERE!

You've chosen your niche and explored the different product types. Now it's time for the fun (and sometimes slightly scary) part: actually creating your first product. Don't panic! You don't have to become a designer, a tech whiz, or a bestselling author overnight.

This workbook is here to walk you through it step by step.

By the end, you'll have more than just an idea; you'll have a real draft of your product in hand and a clear plan to finish it. Think of this as moving from dreaming to doing. Grab your pen, roll up your sleeves, and let's get your product out of your head and into the world.

You'll be creating your product using these:

**1 DEFINE THE PROMISE**

**2 OUTLINE THE JOURNEY**

**3 ADD THE EXTRAS**

**4 PICK YOUR TOOLS**

**5 CREATE YOUR FIRST DRAFT**

**6 GATHER FEEDBACK**

**7 COMMIT TO FINISHING**

# 1

## DEFINE THE PROMISE

Every strong product starts with a promise. This is the clear result your customer will get when they use what you've created. Don't overcomplicate it.

A simple, straight answer like "from beginner to baking bread" or "from cluttered closet to tidy space" is enough.



My customer is currently struggling with:

After using my product, they will be able to:

My product will help them go from:

to

Starting Point

End Result

Why does completing this matter to them?

Benefits

Feelings

Example: "My checklist helps new gardeners go from staring at seed packets in confusion to planting their first thriving vegetable bed with confidence."

**BY THE END OF MY PRODUCT, MY CUSTOMER WILL GO FROM \_\_\_\_\_ TO \_\_\_\_\_."**

You've nailed down the heart of your product and the change it will deliver. Next, we'll map out the journey that gets your customer from start to finish.

# OUTLINE THE JOURNEY

Once you know the promise, the next step is showing how to get there. Think of it as the roadmap. Break your product into main sections or steps, so your customer feels guided and never lost along the way.

Write your 3–6 main steps.

Imagine you're walking a friend through the process in order.

## CLOSET DECLUTTER IN A WEEKEND MINI COURSE

Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
Empty the closet	Sort into piles	Put donations in a box	Organize by category	Remove anything that doesn't belong	Put everything back

**YOUR PRODUCT**


Step 1	Step 2	Step 3	Step 4	Step 5	Step 6

You've sketched the main path your product will follow. Now let's sprinkle in those little extras that make the ride smoother and more enjoyable.

# ADD THE EXTRAS

People love little touches that make life easier. Extras like checklists, worksheets, or quick-start guides can make your product more valuable without making it harder for you to create. These are the “cherries on top” that help your customer feel supported.

List 2 easy add-ons that make the process faster, easier, or more fun.

Example Idea	Bonus Idea	Bonus Idea
Grocery Spreadsheet: Bonus Meal Planner		
Brainstorm	Brainstorm	Brainstorm
<ul style="list-style-type: none"> <li>• Helps to plan out meals before using the spreadsheet</li> <li>• Include 4 meal spaces per day</li> <li>• They would probably have to get one elsewhere if it wasn't included</li> </ul>		
<u>Get the template <a href="#">HERE</a></u>	Execution	Execution
<ul style="list-style-type: none"> <li>• Use a Canva Template</li> <li>• Save as PDF</li> </ul> 		

You've brainstormed simple bonuses to boost your product's value. Next up, let's figure out the best tools and platforms to actually bring it to life.

# PICK YOUR TOOLS

Now it's time to create your masterpiece! This is where you decide what tools you'll use to actually build it. Whether it's Canva for design, Google Docs for writing, or Loom for video, your tools should feel simple and doable for you.

Example Product	Format	Platform/Tool
Meal planning template for busy moms	Printable PDF template	<ul style="list-style-type: none"> <li>• Canva</li> <li>• Power Point</li> </ul>
Social media content strategy guide	Short video tutorial	<ul style="list-style-type: none"> <li>• Phone Camera</li> <li>• Loom (recording)</li> <li>• CapCut (editing)</li> </ul>
Daily productivity planner	Mobile-friendly checklist	<ul style="list-style-type: none"> <li>• GoogleDocs</li> <li>• Canva</li> </ul>
Budget tracker for students	Interactive Spreadsheet	<ul style="list-style-type: none"> <li>• GoogleForms</li> <li>• Excel</li> <li>• Google Sheets</li> </ul>
Beginner's guide to self-care	Audio guide or podcast	<ul style="list-style-type: none"> <li>• Phone microphone</li> <li>• Audacity</li> </ul>

Your Product	Format	Platform/Tool

You've chosen your toolkit so you're not wandering aimlessly online. Now it's time to put pen to paper (or fingers to keyboard) and create your very first draft.

# CREATE YOUR FIRST DRAFT

This is where things get real. Don't worry about making it perfect. A first draft is about getting the idea out of your head and onto the page, screen, or camera. Once it exists, you can polish later.

Don't try to finish the whole thing.  
Just draft the first section, page, or video.

## Outline

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Don't Forget!

Congratulations! You've started turning ideas into something real. Before you polish it up, let's gather some quick feedback that will make it even stronger.

# GATHER FEEDBACK

Before you finish your product, it helps to get a few trusted opinions. The right feedback will show you what's clear, what's confusing, and what's really exciting for your audience. Think of it as a test run before the big show.

## Example



Click [HERE](#) for this template.

## Trusted Friend

Dad

Best Friend

Senior Neighbor

## Opinions/ Questions

Is there anything I could add to make this better?

Is the information clear & understandable?

Would this product be useful for you or your friends?

## Your Product

## Trusted Friend

## Opinions/ Questions

You've identified friendly eyes to review your draft and give honest impressions. Now, let's lock in your commitment to finish and set a date to cross the finish line.



# FROM IDEA TO INCOME SERIES

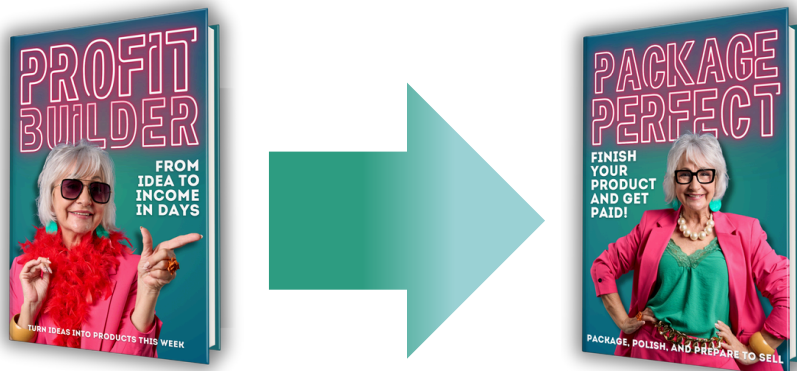
## Roadmap

### Where you are now:

You've created your very first digital product, and now you have a real, sellable asset.

### Where to go next:

Head into Package Perfect to refine, package, and present your product so it's ready to sell.



**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.





# LOOK AT YOU!

You've gone from a blank page to holding the beginnings of a real product. It may be rough, it may be simple, but it's real, and that's what matters. Remember, every bestselling book, every hit course, every popular planner started as a messy first draft.

In the next workbook, we'll take your product and get it ready for the world: packaging it, polishing it, and preparing to sell. Your business isn't just taking shape, it's taking off!