

# PACKAGE PERFECT

**FINISH  
YOUR  
PRODUCT  
AND GET  
PAID!**



**PACKAGE, POLISH, AND PREPARE TO SELL**

# HEY THERE!

You've created the first draft of your product so now it's time to dress it up and get it ready for the world. Think of this stage like hosting a dinner party. You've cooked the meal (your product), but before guests arrive, you set the table, pour the wine, and light the candles.

This workbook is your step-by-step guide to packaging, polishing, and preparing your product for sale. By the time you finish, you'll have a title, a cover design, a polished draft, and a clear plan for how to sell it. No guesswork, no fluff; just a solid product, dressed for success, and ready to meet its audience.

These are the steps we'll take to finish your beautiful final product:

**1**

**TITLE IT RIGHT**

**2**

**OVERALL DESIGN**

**3**

**POLISH THE CONTENT**

**4**

**ADD PERSONALITY**

**5**

**PACKAGE FOR DELIVERY**

**6**

**WRITE THE SALES PITCH**

**7**

**PRICE IT SIMPLY**

**8**

**CHOOSE YOUR SHOP WINDOW**

# TITLE IT RIGHT

Your title is your handshake. It's the first thing people see, and it tells them whether to lean in or walk away. Don't stress about being clever. Keep it clear, keep it strong, and let it tell your customer exactly what they'll get.

What problem does my product solve?

What result will my customer get?

Brainstorm 3 possible titles.

Remember to keep it clear and tell them what they're getting!





Now that you've got a working title, let's make sure the outside matches the promise. A strong look will catch the eye before they even read the words.

# OVERALL DESIGN

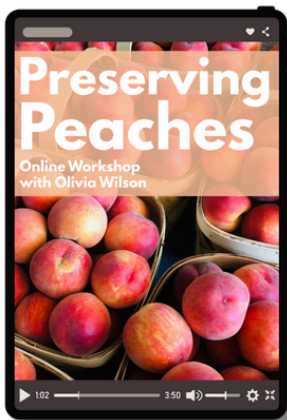
People shop with their eyes first. A clean, simple cover or thumbnail can make the difference between “meh” and “must-have.” You don’t need to be a designer!

A few good choices in color, image, and font can make your product look polished and professional.

Preferred Look/Feel  
ie. Classy, Funky, Rae Dunn, etc.

Colors/Images  
That Fit the Feel

Brainstorm



With the look nailed down, it’s time to peek inside.  
The content needs to be just as crisp and usable as the outside.

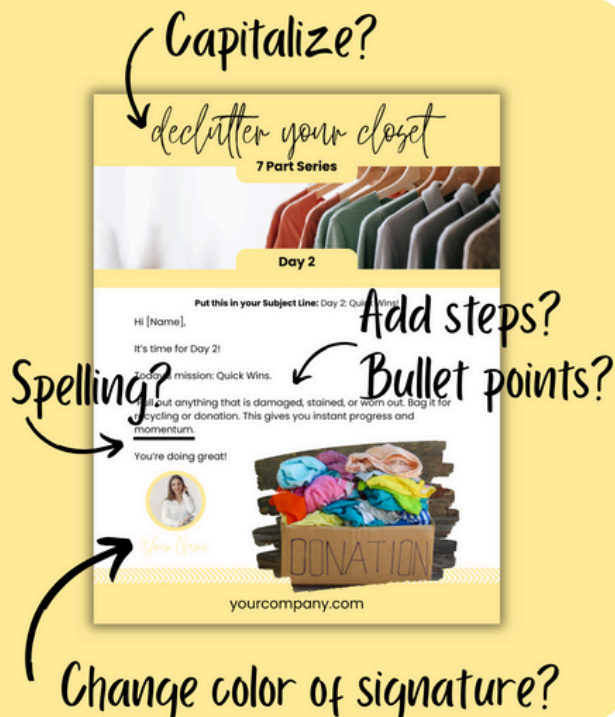
# POLISH THE CONTENT

Editing doesn't mean perfection. It means your reader can glide through without tripping over typos, confusing sentences, or missing steps. We're just smoothing out the wrinkles so your product feels easy to use.

## Before Moving Forward, Have You...

- |   |   |
|---|---|
| <input type="checkbox"/> Checked Spelling/Grammar?  | <input type="checkbox"/> Had a friend proofread for clarity?  |
| <input type="checkbox"/> Created a cohesive design?<br>ie. Headers have same size & font throughout | <input type="checkbox"/> Addressed any concerns or questions? |

I know this needs extra polish:



## Come Back When Your Product is Finished, Have You...

- |   |   |
|---|---|
| <input type="checkbox"/> Checked Spelling/Grammar?  | <input type="checkbox"/> Had a friend proofread for clarity?  |
| <input type="checkbox"/> Created a cohesive design?<br>ie. Headers have same size & font throughout | <input type="checkbox"/> Addressed any concerns or questions? |
| <input type="checkbox"/> _____  | <input type="checkbox"/> _____                                |
| <input type="checkbox"/> _____  | <input type="checkbox"/> _____                                |

You've got the wrinkles all smoothed out, now let's add some sparkle! Your personality is what will keep this from blending into the background.

# ADD PERSONALITY

Facts are fine, but nobody connects with a robot. Now is the time to add your voice, your quirks, or a quick story from your own life. Those little bits of 'you' are what make customers feel like you made this product just for them.

Here's a personal story or anecdote that I can include in this product:

If I forgot to sign an email, my friends would know it was me because of these phrases:

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

Ways I can make this mine:

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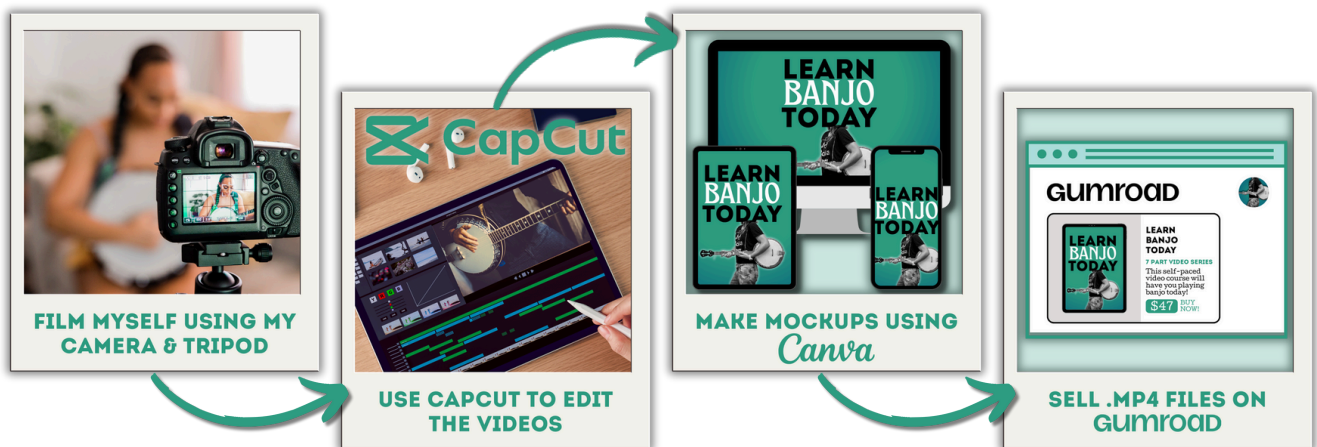
With your voice shining through, this product is uniquely yours. Now let's make sure people can actually open it and use it without a hitch.

# PACKAGE FOR DELIVERY

Think of delivery as the gift wrap. Your product might be brilliant, but if it's a pain to open, people won't thank you for it. Choose the simplest, cleanest way to get it into their hands; PDF, video, audio, whatever fits.

My Product:

How I'll Create It	Format I'll Save It In	Tool/Platform I'll Use
Notes/To Do ..... ..... ..... ..... ..... ..... ..... ..... .....	Notes/To Do ..... ..... ..... ..... ..... ..... ..... ..... .....	Notes/To Do ..... ..... ..... ..... ..... ..... ..... ..... .....



With delivery sorted, it's time to put into words why someone should want it. That means crafting your sales pitch.

# WRITE THE SALES PITCH

A good sales pitch isn't a novel. It's a short, clear promise:  
 "Here's the problem I solve, here's the result you'll get."  
 Keep it conversational and let the benefits shine through.



## MY PRODUCT HELPS PEOPLE GO FROM

TO

## WHAT'S INSIDE:

## BENEFITS THEY RECEIVE:

## YOUR SALES PITCH:

Your sales pitch is written. Now let's talk money. Setting a price might feel scary, but it's just one more step toward getting paid for your hard work.

# PRICE IT SIMPLY

Pricing can be a rabbit hole, but you don't need to overthink it.  
Start with a fair number that feels right for both you and your audience.  
You can always raise it later.

Is there a monetary value for completing for product?  
(ie. They will save \$X/year or they will make \$X if they follow your directions.)

How much would you have paid for the same information before you figured it out for yourself?

Time is money as well. Will your product save them time or stress?  
How much is that worth?

Comparable Products:	Include:	Price:

The price of my product is:

The price tag is on. The last step is deciding where this shiny, finished product will live so people can actually buy it.

# CHOOSE YOUR SHOP WINDOW

Your product needs a home, the “shop window” where customers will see it, buy it, and download it. Pick a platform that feels easy and doable right now. Fancy can come later.

Platform	What It Is	Costs & Fees	Best For
Gumroad	A simple storefront where you can upload digital products and share a checkout link.	Free to start. Gumroad takes 10% on free plan + standard payment fees (around 3%).	Beginners who want a quick, no-fuss way to sell a PDF, video, or download.
Payhip	Similar to Gumroad, but with more flexibility (courses, memberships, PDFs).	Free plan charges 5% + payment fees. Paid plans remove or lower fees.	Sellers who want room to grow beyond simple downloads.
Etsy	A marketplace where people search for handmade, vintage, or digital goods.	Listing fee 20¢ per product + 6.5% transaction fee + payment fees.	Beginners who want marketplace visibility, but okay with competition and higher fees.
Beacons	A “link in bio” tool that also lets you sell digital products directly.	Free plan available. 5% transaction fee if selling on free plan.	Creators who want a single page that holds links, products, and social profiles.
Stan Store	A link-in-bio tool built specifically for selling digital products and services.	Paid only: starts around \$29/month, no extra fees.	Sellers who want a polished, easy storefront inside their bio.
Systeme.io	An all-in-one platform: websites, email, funnels, checkout.	Free plan for up to 2,000 contacts. Paid tiers from \$17/month.	Entrepreneurs who want everything in one place and don't mind learning a bigger system.

You'll want to do some research before deciding on the platform that will serve you and your customer best. Now, let's compile everything you've accomplished in this workbook and get ready to sell!

# PUTTING IT ALL TOGETHER

Here's where it all comes together. Use this page to gather the essentials in one place so you have a clear, simple snapshot of your offer.

Title			Format
Design			Sales Pitch
Polish			Price
Personality			Shop

You've built the full package; polished, priced, and ready to be seen!  
Now it's time to step outside your shop window and wave people in.  
Next, we'll look at the different ways to share your product with the world  
and choose the marketing approach that fits you best.

# FROM IDEA TO INCOME SERIES

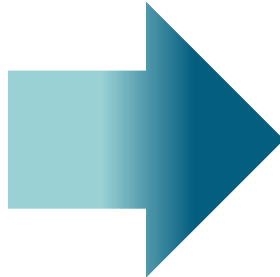
## Roadmap

### Where you are now:

Your product is polished, packaged, and priced; ready for the world to see.

### Where to go next:

In Market Ready, you'll learn the basics of how to get your product in front of the right people.



**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.





# CONGRATS!

You've taken your raw product and turned it into something polished, packaged, and ready to sell.

It may not look perfect yet (and that's fine), but it's real, finished, and ready to be shared.  
That's an incredible milestone.

Next, we'll move into the exciting world of marketing and selling. You'll learn how to get your product in front of the right people, talk about it with confidence, and start earning income from your hard work.

Let's go find the people who are waiting for you to change their lives!

[FunAndFlourish.com](https://FunAndFlourish.com)