

# 7 DAY ROADMAP

**SIMPLE STEPS  
TO GO FROM  
IDEA TO  
YOUR FIRST  
DIGITAL SALE  
IN A WEEK**

**EVERYTHING YOU NEED TO TURN WHAT  
YOU KNOW INTO INCOME, ONE DAY AT A TIME**



# I'M SO GLAD YOU'RE HERE!

## TURN WHAT YOU KNOW INTO INCOME IN JUST ONE WEEK

If you've ever wondered how people make real money online without dancing on camera or learning a bunch of technical skills, you're in the right place.

This roadmap gives you a clear, no-nonsense plan to transform what you already know into something you can sell quickly.

You don't need a business degree, a big audience, or a perfect idea. You just need a week, a notebook (or this guide), and the willingness to take one small step at a time. Each day builds on the one before it. By the end, you'll see how people really make money online, and you'll have the bones of your own digital product ready to go.

This isn't theory. It's the same process I used to go from "I have no idea" to paying my bills with my laptop.

Here are the steps you'll take:

**1 DAY 1 – FIND YOUR NICHE**

**2 DAY 2 – PICK YOUR PRODUCT**

**3 DAY 3 – BUILD A SIMPLE VERSION**

**4 DAY 4 – PACKAGE IT**

**5 DAY 5 – SET UP SHOP**

**6 DAY 6 – SELL IT ON SOCIAL**

**7 DAY 7 – REVIEW AND CELEBRATE**

# 7 DAY ROADMAP

## Checklist

### 1 FIND YOUR NICHE

- Write down 3 things you're good at or get asked about often.
- Choose one that excites you and feels easy to talk about.
- Define who would benefit most from this knowledge.

### 2 PICK YOUR PRODUCT

- Choose your format.
- Write one sentence describing what it helps people do.
- Outline what's included.

### 3 BUILD A SIMPLE VERSION

- Draft one section, one template, or one worksheet.
- Outline some simple text and structure.
- Save it as a downloadable file

### 4 PACKAGE IT

- Give your product a name that says what it does.
- Write a 1-sentence benefit.
- Create a mockup using Canva.

### 5 SET UP SHOP

- Choose the platform you want to sell your product on.
- Set up your storefront
- Upload your product.

### 6 SELL IT ON SOCIAL

- Choose one platform to focus on.
- Create your bio.
- Craft a call to action & place your purchase link.

### 7 REVIEW AND CELEBRATE

- Click through your links and make sure everything works.
- Ask yourself. "Would I buy this?" If not, what could I improve?
- Celebrate! Post your success or share with a friend.

# 1

## FIND YOUR NICHE

Goal:

Get clear on what you know and who needs it.

Why This Matters:

You already have skills, experience, and stories that someone out there needs. You don't have to reinvent yourself, just connect what you know to who it can help.

### C H E C K L I S T

Write down 3 things you're good at or get asked about often:

1.

2.

3.

Choose one that excites you and feels easy to talk about:

Define who would benefit most from this knowledge:

Example:

*I help new bakers make perfect sourdough bread at home.*

### W R I T E Y O U R S :

I help

your specific customer

do

their detailed outcome

with

the product you'll create

Need More?

*If you'd like more help finding your people, checkout the **Niche Finder** workbook.*

# PICK YOUR PRODUCT

Goal:

Turn your idea into something people can buy.

Why This Matters:

Your knowledge becomes valuable when it's packaged as a product someone can use right away.

## C H E C K L I S T

Choose your format: checklist, planner, ebook, mini course, template, etc.

Write one sentence describing what it helps people do:

Outline what's included:

1.

2.

3.

Example:

*Weekly meal planner that helps busy families eat healthy without spending hours cooking.*

## W R I T E Y O U R S :

My product is a

format

that helps

your customer/audience

to

achievable outcome

Need More?

For more on choosing and outlining your first product, open the **Product Blueprint** workbook.

# BUILD A SIMPLE VERSION

## Goal:

Create a “good enough” version of your product.

## Why This Matters:

You don't need perfect. You need finished. A small, useful product beats a half-done masterpiece every time.

## Example:

*A single-page printable checklist for hosting craft fairs.*

## C H E C K L I S T

Draft one section, one template, or one worksheet:

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Outline some simple text and structure, don't worry about design yet:

Save it as a downloadable file (PDF, spreadsheet, mp4, etc.)  
Name it in a way that is easily identifiable for your customer.  
(eg. Craft\_Fair\_Checklist.pdf)

Product Name & File Type

**Need More?** See the **Profit Builder** workbook for step-by-step creation tips.

# PACKAGE IT

Goal:

Make your product look ready to buy.

Why This Matters:

People buy what they can picture themselves using. A simple mockup & a short description help your product look real & valuable.

## CHECKLIST

Give your product a name that says what it does:

Write a 1-sentence benefit ("This saves you time, money, or effort"):

Create a mockup using Canva (tablet, book, phone screen, etc.)

1. What mockup type best represents your product?

2. What graphics, colors & fonts suit your product?

3. What size does your picture need to be to fit in the mockup?

Example:

**Name:** Bread Boss Planner

**Benefit:** Keep your bakes consistent with easy-to-track timing sheets.



Need More?

Let *Package Perfect* help you figure out your pricing, sales pitch and more to package your product for market.

# SET UP SHOP

## Goal:

Get your product into a shop and ready to sell.

## Why This Matters:

If people can't find it, they can't buy it. Set up a simple shop so your purchase link is always working for you.

## CHECKLIST

Choose the platform you want to sell your product on.

There is a comprehensive chart outlining the most popular storefronts on pg. 10 of **Package Perfect** "Choose Your Shop Window".

GUMROAD  payhip **Etsy**  Beacons  Stan  systeme.io

- Set Up Your Storefront (email, logo, about section)
- Set Up Payment Processing (PayPal, Stripe)
- Upload Your Product File
- Upload Your Mockup Picture(s)
- Write Description/Sales Pitch
- Add a Thank You Page
- Get your checkout/buy link
- Test the checkout link
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- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### MINI BRAND BOARD

Shop Name	Logo	
Brand Colors		
#	#	#
<b>Fonts</b>	Headings:	
	Body:	
	Drama:	

## Need More?

**Package Perfect** & **Social Seller** dig deeper into the topics of setting up shop & listing your product for sale.

# SELL IT ON SOCIAL

## Goal:

Tell people about your product in a way that connects.

## Why This Matters:

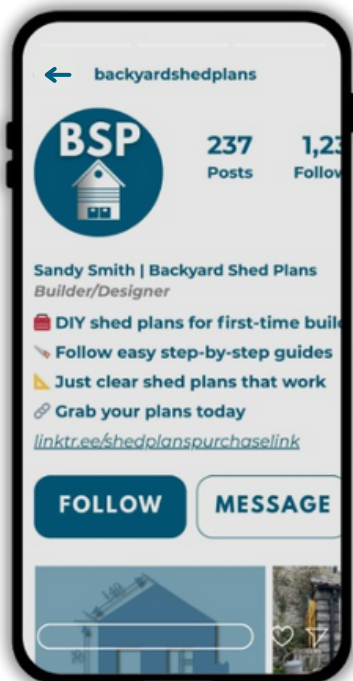
You don't need to be 'sales-y', just share how your product helps. Speak to the person who needs your solution.

## C H E C K L I S T

Choose **one platform** to focus on (Instagram, YouTube, wherever your customers are). (There is a chart detailing their differences on pg. 3 of **Social Seller**, "Pick Your Platform").



Depending on the platform you choose, you will want to optimize your profile to reach the people you're trying to help. Brainstorm some short phrases that let anyone looking at your bio know instantly what's in it for them if they follow your account. If available, this is where you'll put your 'Buy Link' as well.



## PROFILE/BIO/CALL TO ACTION

Blank dotted-line boxes for writing profile/bio/call to action text.

## Need More?

For more on setting up your socials to sell your product, open the **Social Seller** workbook.

# REVIEW AND CELEBRATE

Goal:

Test, tweak, and plan your next move.

Why This Matters:

This is where you shift from “trying” to doing. You’ve built something real. It deserves to be seen.

## C H E C K L I S T

- Click through your links and make sure everything works.
- Ask yourself: “Would I buy this?” If not, what small thing could I improve?
- \_\_\_\_\_
- Celebrate! Post your success or share with a friend.

## R E F L E C T I O N :

What I learned this week:

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My next step:

Need More?

Keep the momentum going! The **From Idea to Income** series expands each step into a full, guided process.

# FROM IDEA TO INCOME SERIES

## Roadmap

### Where you are now:

You've got the basics down and are ready to create your very first digital product.

### Where to go next:

If you want to dig deeper into digital marketing using social media, the **From Idea To Income** Workbook Series walks you through everything you'll need, step-by-step.



#### 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.



# FROM IDEA TO INCOME

## Workbook Series

\$47



INTRODUCTORY

\$15

OFFER!

I WANT THIS!

## 7 PRACTICAL WORKBOOKS

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.



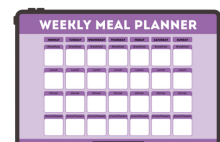
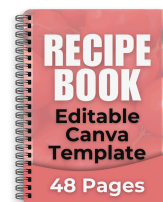
7

**Social Seller**

- Share your first posts, connect with buyers, and make sales.



**\*\*BONUS\*\***  
**8 EDITABLE**  
**CANVA**  
**TEMPLATES**





# LOOK AT YOU GO!

You just did something most people  
only daydream about. You started!

You took an idea, shaped it, and turned it into something real.  
This is proof that you've got more than enough to build from.

If you're feeling that spark, good. That's exactly where I  
started, too. I wouldn't waste your time if I didn't know this  
worked, and that it can work for you, too.

You don't need fancy tools or a marketing degree.  
You just need to keep going.

When you're ready for the next step,  
the From Idea to Income series is waiting to walk  
you through the rest, at your pace, in your way.

Now go celebrate a little. You've earned it.

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