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PRESENCE  
Quick-Start Companion

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A 30-Day Implementation Plan  
For Building Your Digital Product  
System

Designed to help you move from idea to launch using the  
PRESENCE Method framework.

PROFITABLE PRESENCE CO | MICHELLE FOURIE

# Introduction

Welcome to the PRESENCE Quick-Start Companion.

While the PRESENCE Method course provides the complete framework for building your digital product ecosystem, this companion organizes the process into a simple 30-day implementation roadmap.

The goal of this guide is to help you stay focused and move forward with clarity. Instead of wondering what to do next, you will follow a structured path that breaks the process into manageable daily actions.

You can move at your own pace, but many creators find that having a defined timeline helps them maintain momentum.

By the end of this roadmap, you will have built the foundational infrastructure required to launch your first digital product system.

# How To Use This Companion

This companion is designed to work alongside the PRESENCE Method course.

Each week focuses on one stage of the framework.

Week 1 – Problem & Research

Week 2 – Establishment

Week 3 – Structure

Week 4 – Execution & Launch

You may choose to follow the daily structure or simply use the checklist format to guide your progress.

The goal is not speed – it is clarity and consistency.

# Week 1: Problem & Research

Focus on identifying the right problem to solve and validating your product idea.

Key actions this week:

- define your target audience
- identify the core problem you will solve
- map the transformation your product delivers
- clarify your value proposition
- outline your first offer concept

Weekly Reflection:

What meaningful transformation will your product help someone achieve?

# Week 2: Establishment

Focus on building the technical foundation for your digital business.

Key actions this week:

- secure your domain
- connect your domain to your platform
- organize your digital product assets
- set up payment gateways
- confirm your backend infrastructure

Weekly Reflection:

Is your system ready to support customers and deliver value smoothly?

# Week 3: Structure

Focus on building your first functioning funnel.

Key actions this week:

- create your lead magnet
- build your opt-in page
- structure your thank-you page
- write your email sequence
- test your automation flow

Weekly Reflection:

Does your system guide your audience naturally from discovery to trust?

# Week 4: Execution & Launch

Focus on preparing for your first product launch.

Key actions this week:

- finalize your product structure
- write your sales page
- create your launch messaging
- test your funnel and automation
- prepare your launch announcement

Weekly Reflection:

What would a calm and confident launch look like for you?

# Final Thoughts

Building a digital product ecosystem is not about rushing.  
It is about building something meaningful, structured, and sustainable.

Use this roadmap as a guide, but allow yourself the space to refine and improve  
as you go.

Consistency and clarity will always outperform speed.