



Your idea. A clear plan. A product you're proud to sell.

72-HOUR DIGITAL PRODUCT LAUNCH KIT

One useful product.
One clear offer.
A launch you can learn from.

A practical workbook for turning what you know into something a specific buyer can use.

DAY 01

Choose & validate

DAY 02

Build & package

DAY 03

Launch & measure

16 pages / Worked example / Fillable worksheets

START HERE

Your next 72 hours

Aim for a useful first version. The schedule below uses about 12 focused work hours spread across three days.

WHEN	DO THIS	FINISH WITH
Day 1 4 hours	Choose one buyer and problem. Check demand. Write the offer.	A one-sentence promise and a focused outline.
Day 2 4 hours	Build the smallest useful tool. Add a worked example. Test it.	A finished file someone can use without a call.
Day 3 4 hours	Connect payment and delivery. Publish the page. Share the offer.	A tested buying path and a record of early feedback.

Use this workbook in order

Choose: pages 3-5. **See the example:** page 6. **Build:** pages 7-8. **Package:** pages 9-10. **Launch:** pages 11-15. **Improve:** page 16.

WHAT 72 HOURS MEANS

This is a planning window, not a promise of sales. Allow more time if your product needs specialist review, original research or technical testing. Do not skip payment and delivery checks to meet a deadline.

My launch date and available work blocks

Type into the white fields in a PDF reader that supports forms, then save a copy. You can also print and write by hand. Checkboxes are for marking during review.

DAY 01 / CHOOSE

Pick a small, useful problem

Start with work you have actually done, questions you can answer, or a process you can demonstrate.

1

Name a buyer.

Choose someone in a specific situation: a first-time renter, a solo detailer, or a new team lead.

2

Choose one job.

Focus on a task they already try to complete. Replace "get organized" with "prepare a weekly client follow-up list."

3

Define the finish line.

Describe something the buyer can make, decide or complete with your product.

NARROW THE IDEA

Too broad: "Marketing for small businesses."

More focused: "A three-post weekly content planner for solo mobile detailers."

Finish line: three publish-ready posts using photos they already have.

My buyer and their specific situation

The task they struggle with and the result I can help them complete

Why I am qualified to help with this task

DAY 01 / VALIDATE

Collect evidence before building

Look for real behavior, not just compliments. Record what people actually say and do.

SIGNAL	WHAT TO LOOK FOR
Repeated problem	The same task or frustration appears in several relevant conversations.
Current workaround	People already spend time, effort or money trying to solve it.
Specific interest	Someone asks about the format, price, example or availability.
Real commitment	A purchase or explicit request to buy is stronger evidence than a like.

Talk to three relevant people if you can. Ask: "When did you last try this? What did you use? Where did you get stuck?" Avoid leading with "Would you buy my great idea?"

What I heard / where I heard it / date

The strongest evidence and what is still uncertain

MAKE A DECISION

Proceed when you can name a repeated problem and a concrete useful result. Narrow or pause when the problem is vague, your examples are guesses, or you cannot reach the intended buyer. Three conversations are an initial check, not conclusive research.

DAY 01 / BLUEPRINT

Write the promise, then the outline

Your first version should solve one problem well enough that the buyer knows when they have finished.

OFFER SENTENCE

For [specific buyer], this [format] helps you [observable task or result] using [method or assets], without [avoidable friction]. Avoid outcomes you cannot control, such as guaranteed revenue.

My one-sentence offer

What the buyer will receive: name each file, tool or worksheet

Three essential actions the buyer will take

What is outside the scope of this version

Choose a format that fits the job: a checklist for a repeated sequence, a workbook for decisions, a template for recurring output, or a short guide for a method. Extra pages only help when they remove a real obstacle.

WORKED EXAMPLE

From vague idea to useful product

Illustrative example only. The buyer, offer and validation notes below are teaching examples, not reported market results.

DECISION	EXAMPLE
Buyer	A solo mobile detailer who has customer photos but rarely posts.
Problem	They spend too long deciding what to say about each photo.
Product	The Three-Post Weekly Content Planner: a short PDF with three prompts, a planning sheet and one completed example.
Promise	Draft three weekly posts from existing job photos in one focused planning session.
Not included	Photo editing, ad management, custom copywriting or guaranteed leads.

A page the buyer can actually use

POST 1 / SHOW THE PROCESS

Photo: the interior before and after cleaning, shared with permission.

Prompt: "This car needed [specific task]. Here is what we did and one thing owners can do between visits."

Next action: describe the service and explain how to ask a question or book.

Proof to gather before launch: ask detailers how they currently plan posts, then give one person the worksheet. Can they produce a draft without an explanation? If not, improve the instructions before adding more templates.

Lesson: the product sells a usable process and a clear finish line. It does not need to solve the buyer's entire marketing problem.

DAY 02 / BUILD

Build the smallest complete version

Use this six-part structure. Each part should help the buyer take an action, make a decision or check their work.

PART	WHAT TO INCLUDE
1. Quick start	Who this is for, what to prepare and the first action to take.
2. Method	The few steps needed to complete the task, in the correct order.
3. Example	One finished example that shows what a good result looks like.
4. Tool	A worksheet, checklist or template the buyer can use again.
5. Finish line	A short checklist for deciding whether the task is complete.
6. Next action	A practical follow-up task, not a required additional purchase.

My file outline: page or section titles in order

What I will cut if I run out of time

Build rule: finish the example before polishing the cover. If you cannot demonstrate the method on a realistic case, the instructions probably need more work.

DAY 02 / TEST

Make it usable without you

A polished cover cannot repair unclear instructions. Watch someone use one page before calling the product finished.

1

Give a simple task.

"Use this page to complete the task. Tell me when something is unclear." Do not explain the method first.

2

Observe the friction.

Notice where they stop, guess, repeat a step or ask for information you forgot to include.

3

Fix the highest-impact issue.

Rewrite the first unclear instruction, add a missing example, or remove a step that does not help.

Product quality check

- ☐ The title matches what is actually included.
- ☐ The first action is obvious and every worksheet has instructions.
- ☐ Examples are specific; claims match what the tool can do.
- ☐ The file opens, text is readable and all links work.
- ☐ The buyer can finish the core task without buying an extra product.

Where the tester got stuck and the change I made

My final filename and version date

DAY 02 / PACKAGE

Choose a clear first offer

Make the product easy to understand before adding bonuses or complicated pricing.

1 Choose a starting price.

Compare the scope, usefulness and support involved. Treat the price as a hypothesis you will evaluate, not proof of demand.

2 Explain the purchase.

State the format, what is included, the price and how access is delivered. Make one-time versus recurring charges explicit.

3 Keep extras optional.

A checkout add-on should help with a related task. An upsell should address a next step. Neither should be required to make the main product useful.

WORKED OFFER / EXAMPLE PRICING ONLY

Three-Post Weekly Content Planner - \$12 one time.

Includes a planning sheet, three prompts and a completed example.

Delivered as a PDF. No custom writing or promised lead count.

This example price is illustrative, not a pricing benchmark.

My product / format / included assets

My launch price and whether the payment is one time

An optional extra, if useful; otherwise write "none"

DAY 03 / MESSAGE

Write a page buyers understand

Use this compact structure for the first version of your sales page. Lead with a concrete result, then explain the offer.

SECTION	WHAT TO SAY
Headline	Name the task or result the product helps the buyer complete.
Who it is for	Identify the buyer and situation. Help other visitors rule themselves out.
What is inside	List the actual files or tools and the purpose of each.
How it works	Explain the first action, method and finish line in three steps.
Price + action	Show the price and a clear purchase button close together.
Questions	Explain format, access, prerequisites, support and applicable policies.

My headline: a concrete result for a specific buyer

My three strongest benefits, each tied to an included asset

My purchase-button wording

Example: "Plan three detailing posts from photos you already have."
Button: "Get the Content Planner - \$12." No fake countdowns, invented testimonials or guaranteed-income claims.

DAY 03 / DELIVERY

Connect the whole buying path

The path is: sales page, checkout, purchase confirmation, then access to the exact product purchased.

Test the complete journey

- ☐ Open the sales page on a phone and a computer.
- ☐ Click the purchase button and confirm the correct checkout opens.
- ☐ Check the product name, currency, price and any additional charges.
- ☐ Test payment using your provider's documented testing method.
- ☐ Confirm the buyer receives the promised email or account access.
- ☐ Open the delivered file from a buyer's perspective.
- ☐ Confirm buyers receive only the optional products they purchased.
- ☐ Check what happens when payment fails or an upsell is declined.

PURCHASE EMAIL YOU CAN ADAPT

Subject: Your [Product Name] is ready

Thanks for your purchase. Access your [file or product] here: [working access link]. Start with [first page or action]. If you need help, contact [support address].

Replace every bracketed item and test the link before sending.

Where the file lives / how the buyer receives access

Do not launch yet if: a payment works but the buyer cannot retrieve the file, or a button still points to a placeholder.

DAY 03 / PUBLISH

Prepare three useful launch posts

Adapt these templates to your product and the rules of the channel. Replace brackets with specific, truthful details.

POST 1 / TEACH ONE SMALL THING

If you are [buyer] trying to [task], start with [one useful action]. It helps because [reason]. Here is a short example: [example]. I put the full process and worksheet into [product]. See what is included: [sales-page link].

POST 2 / SHOW THE PRODUCT

Here is one page from [product]. It helps you [specific task] by [method]. In this example, [explain what is shown]. The complete [format] includes [actual contents] for [price]. Details: [sales-page link].

POST 3 / ANSWER AN OBJECTION

"[Real question a potential buyer asked]?"
[Direct answer, including any limitation.] [Product] is for [specific buyer]. It includes [assets] and helps with [task]. If that matches what you need, see the details here: [sales-page link].

My first channel, post topic and publishing time

Before sharing: make sure your demonstration is readable, links work, and any customer photos or quotes are used with permission. A real useful sample is more persuasive than a vague promise.

DAY 03 / REACH PEOPLE

Ask for feedback, not a favor

Start with relevant people and communities where participation or promotion is welcome. Avoid bulk messages and repeated nudges.

FEEDBACK REQUEST

Hi [name], I am making a [format] for [buyer] who struggles with [task]. You mentioned [relevant context]. Would you be willing to look at one sample page and tell me what is unclear? No purchase expected.

REPLY WHEN SOMEONE ASKS FOR DETAILS

Here is the page with the contents and price: [link]. It is designed to help with [task]. It does not include [important limitation]. Happy to answer a question before you decide.

FOLLOW-UP AFTER PURCHASE

Have you had a chance to try [first action]? I am improving the instructions and would appreciate one detail: where, if anywhere, did you get stuck? A short reply is enough.

Your first three conversations

Person or community / why relevant / question to ask

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Keep a useful record: copy the buyer's wording about the problem, not just whether they liked the idea. Ask permission before publishing their feedback as a testimonial.

AFTER LAUNCH / MEASURE

Find the next bottleneck

Track a small number of meaningful events. Early numbers are directional; a few visits or purchases are not enough to prove a pattern.

IF YOU SEE...	CHECK THIS FIRST
Few relevant visits	Is your message reaching the intended buyer? Try a clearer topic or a more relevant channel.
Visits, few checkout clicks	Is the offer clear? Does the page show the actual contents, price and a visible button?
Checkout visits, few purchases	Check payment errors, unexpected charges and missing answers. Do not assume price is the cause.
Purchases, access problems	Fix delivery immediately before sending more traffic.
Access, little use	Improve the quick start and ask where the buyer got stuck.

Simple rates: checkout clicks / sales-page visits; purchases / checkout visits. Use consistent time periods and event definitions. If a denominator is zero, record "not available."

Date / traffic source / page visits / checkout visits / purchases

Buyer feedback and the single change I will test next

Example: 40 page visits and 4 checkout visits means a 10% checkout-visit rate. It does not tell you why people left or predict future sales. Pair the numbers with real feedback.

LAUNCH GATE

Before you send the first visitor

Use this page as the final go/no-go check. Finish the essentials before adding more traffic.

Product and offer

- ☐ The product solves one specific task for a defined buyer.
- ☐ The delivered file is the final product, not an accidental preview.
- ☐ The sales page accurately describes every included asset.
- ☐ The price and payment frequency are clear.

Checkout and delivery

- ☐ The purchase button opens the correct checkout.
- ☐ The payment method is working and the total is correct.
- ☐ Confirmation and access reach the buyer after payment.
- ☐ Every purchased file opens and is readable.
- ☐ Optional add-ons are clearly optional and deliver separately.

Promotion and support

- ☐ One useful sample and three launch messages are prepared.
- ☐ Buyers have a working way to ask for help.
- ☐ A tracking sheet is ready and the first review date is set.

My remaining blocker and the next action to remove it

REVIEW / IMPROVE

Make version two more useful

The first launch is the beginning of the learning process. Improve the part that prevented buyers from understanding, purchasing or using the product.

1

Review after your first launch window.

Gather the numbers, access issues and buyer comments in one place. Separate observed behavior from your guesses.

2

Choose one improvement.

Fix a broken link before rewriting a headline. Clarify a confusing worksheet before adding another bonus.

3

Document the change.

Name the issue, the change and the result you will watch. Give the next version a clear filename and date.

What worked: evidence, not guesses

The most important friction point

Version-two change / owner / completion date

My next review date and what I will measure

YOUR NEXT MOVE

Finish one useful product. Make its offer clear. Test payment and delivery. Put it in front of relevant people. Then use what you learn to improve it.