BONUS GUIDE

10 AI PROMPTS TO CREATE YOUR FIRST DIGITAL PRODUCT

COPY. PERSONALIZE. TEST. BUILD. LAUNCH.

A practical companion to From Idea to First Launch. Ten copy-ready prompts to help you move from a product idea to an evidence-informed first launch.

HOW TO USE

1 Choose the prompt that matches your current step.
2 Replace every [BRACKET] with your own information.
3 Paste it into an AI assistant, review the answer, and verify real-world claims.

STEP 01 / DISCOVER

Find a real problem

A useful product starts with a real person, a real frustration, and evidence you can check.

01 FIND ONE SPECIFIC BUYER

Get focused before you create.

Act as a digital product strategy coach. I am interested in [TOPIC OR SKILL]. Suggest 5 specific types of people I could help. For each, list one recurring problem, its likely cost in time, money, or stress, and where I could investigate it. Mark all problems as hypotheses, not proven demand. Ask me to pick one buyer and one problem.

Output: 5 buyer-problem pairs to research.

02 PLAN REAL CUSTOMER RESEARCH

Know where to look for evidence.

My potential buyer is [BUYER] and their problem is [PROBLEM]. Build a research plan using Reddit, YouTube comments, relevant groups, search suggestions, and product reviews. Give me 8 exact search queries and a table template for source, real quote, repeated pain, and desired result. Do not invent quotes, posts, or research findings.

Output: search queries + an evidence table.

03 DECODE YOUR BUYER'S WORDS

Turn real feedback into insight.

Here are real comments or review excerpts from my research: [PASTE REAL COMMENTS]. Group them into repeated problems, desired outcomes, objections, and words customers use. Quote only phrases I provided. Highlight gaps in my research and suggest 3 follow-up questions I can investigate. End with a one-sentence problem statement.

Output: a customer-language map.

STEP 02 / VALIDATE

Choose what to build

Use research instead of guesses. Let the evidence guide your first product decision.

04 GENERATE 3 SMALL PRODUCT IDEAS

Make ideas you can actually finish.

My buyer is [BUYER]. Their documented problem is [PROBLEM]. These are the real research signals: [PASTE EVIDENCE]. Suggest exactly 3 small digital products that could help: a checklist, template, guide, prompt pack, or similar simple format. For each, show the outcome, what is included, why it may be useful, and what still needs validation.

Output: 3 realistic product options.

05 AUDIT DEMAND HONESTLY

Find the gaps before building.

Evaluate this digital product idea: [IDEA]. Here is the evidence I collected: [PASTE LINKS, NOTES, AND COUNTS]. Score each of these six signals 0 to 2: repeated questions, audience engagement, paid alternatives, customer complaints, search interest, and DIY workarounds. Use only my evidence; write UNKNOWN when data is missing. List the next 3 checks.

Output: evidence scorecard, not a sales prediction.

06 CHOOSE THE STRONGEST IDEA

Select by evidence and simplicity.

Compare these 3 product ideas: [IDEA A], [IDEA B], [IDEA C]. Use my research notes: [EVIDENCE]. Rate each on buyer clarity, problem urgency, demand evidence, clear result, differentiation, and ease of creation. Explain uncertainties. Recommend BUILD, REFINE, or RESEARCH MORE for each and tell me the smallest next step to take.

Output: one priority, one next action.

STEP 03 / BUILD

Make it useful & clear

The goal is not a giant product. It is the simplest good solution for one specific buyer.

07 BUILD THE MINIMUM USEFUL PRODUCT

Create only what delivers the result.

I chose [PRODUCT] for [BUYER], solving [PROBLEM]. The desired result is [RESULT]. Design the smallest useful version I can create as a [FORMAT]. Give me a clear outline, the essential contents, a simple example for each section, a quality checklist, and 5 things to remove because they do not help the buyer reach the result.

Output: a focused content blueprint.

08 WRITE A CLEAR OFFER & PAGE

Be specific, never exaggerated.

My product is [PRODUCT], for [BUYER]. It helps with [RESULT]. Contents: [WHAT IS INCLUDED]. Market notes: [REAL COMPETITOR PRICES, IF KNOWN]. Suggest a clear one-sentence promise and a cautious starter price rationale. Then draft a short sales page: headline, problem, outcome, contents, who it suits, how it works, price, honest FAQ, and call to action. Invent no testimonials or guarantees.

Output: offer outline + first sales-page draft.

THE AI RULE THAT MATTERS

AI can organize your thinking and help you draft. It cannot confirm demand, verify customer quotes, or guarantee sales for you. Check real sources and test your entire buying and delivery journey.

STEP 04 / LAUNCH

Get your first feedback

Publish your work, listen to your audience, and improve one thing at a time.

09 CREATE CONTENT FOR REAL BUYERS

Lead with help, not hype.

My buyer is [BUYER], with this pain: [PROBLEM]. Their own words are: [REAL QUOTES]. My product helps them [RESULT]. Create 3 helpful short social posts and 2 20-second video scripts. Use one specific pain point per piece. Give me a clear hook, one practical tip, and a gentle next step. Avoid fake results, invented customer stories, and exaggerated claims.

Output: 3 posts + 2 short video scripts.

10 MAP THE FIRST 7 DAYS

Launch, learn, then improve.

Create a realistic 7-day action plan for [PRODUCT] aimed at [BUYER]. My time budget is [HOURS PER DAY]; my main channel is [CHANNEL]. Include product completion, page setup, checkout and delivery checks, content, launch, feedback, and review. Add a simple tracking table for visits, clicks, questions, and sales. If results are weak, suggest what to examine first without promising sales.

Output: daily tasks + a simple review checklist.

YOUR NEXT 15 MINUTES

Start with Prompt 01. Choose one buyer and one problem to investigate. Save your results, then continue through the sequence. Small, verified steps beat a perfect plan that never launches.

INSTAGRAM: @ruth.infinity.digital