

The Flexible Income Project

The Faceless Digital Business Playbook

INTERACTIVE FILLABLE EDITION

Build a useful digital offer — or a faceless UGC service — without making your private life the product.



Real skills. Real strategies. A more flexible you.

Start here

One useful system

You do not have to make your private life the product. You do have to make something useful, explain it clearly, and look after the person who buys it. That is the work this Playbook will help you organize. Have you ever heard “choose a niche,” “build a funnel,” or “just create content” and wondered what you were supposed to do after closing the tutorial? Start here instead: choose one person, one problem, and one small outcome you can help them reach. Then build and test the path that connects those things. There are two practical routes through this book. The digital-product route helps you create or responsibly license a useful digital offer. The faceless User-Generated Content route helps you make content a brand can use. You can learn skills from both, but choose one primary experiment first. A folder full of half-built businesses is not the goal.

TWO PRACTICAL PATHS

Digital product — a useful file and customer path

Build, test and responsibly sell a small digital resource: a guide, template, checklist or toolkit.

Faceless UGC — useful content a brand can use

Create hands-only demonstrations, screen walkthroughs and voiceover content that brands commission.

What you will finish

By following the exercises, you can assemble an audience/problem brief, a small offer or sample portfolio, useful content, a customer path, and a record of what worked. Finishing the exercises does not guarantee customers, paid brand work, profit, or a particular timeline. It gives you something concrete to test rather than another collection of vague ideas.

Use the workbook pages built into this Reader's Workbook Edition as you move through each chapter. Every worksheet names the chapter it supports, includes a worked starting point, and leaves room for your own decisions. You can print only the pages you need, annotate the PDF with your preferred tablet or PDF app, or use the interactive fillable edition to type directly into supported worksheet fields. You do not need to print the entire Playbook.

Using the fillable edition: Tap or click inside supported workbook fields to type your responses. Save a personal copy after completing your work. PDF-app support varies by device; if a field is not interactive in your current viewer, open the file in a compatible PDF reader such as Adobe Acrobat or annotate the standard PDF instead.

How to use your time

Read one chapter, complete its checkpoint, and stop if that is all the time you have. A quick win is a small task, not a promise that you can build an entire business in fifteen minutes. If an exercise is taking longer than expected, reduce its scope rather than rush past it.

Our running example is a fictional creator, Alex, who knows how to organize a small work area using things already at home. Alex will test a simple Desk Reset Kit. It is a teaching example, not a case study, testimonial, or earnings result. Other examples cover phone photography, kitchen tools, pets, and software so you can transfer the method to your own skills.

A clear agreement

This is educational material, not individual legal, tax, financial, or professional advice. Examples and numbers are illustrative unless explicitly identified otherwise. Results depend on the problem, offer, audience, distribution, costs, competition, execution, and circumstances. Expect work, feedback, mistakes, and revision.

Software changes. The book explains the function first and points you to official help for changeable settings. Research was checked in September 2026; confirm current availability, fees and terms before committing. Do not buy software just because it appears in an example.

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THE PROMISE OF THIS BOOK

You will finish with something concrete to test — not another collection of vague ideas.

Your reading path

Read in order for the digital-product path. For UGC, first complete the model, boundaries and brand lessons, then use chapters 19–24 with the companion resources.

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Keep building, one step at a time

Every chapter ends with a Business Build activity and its worksheet. Finish one chapter, complete its checkpoint, and stop if that is all the time you have.

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CHAPTER

BUSINESS BUILD 1 OF 24

01

Understand what you are building

A faceless business is not a special source of money. It is a business whose marketing does not depend on making the owner's face or personal life the central attraction. The customer still needs to understand who is responsible for the offer, what they receive, and how to get help.

One person. One problem. One small outcome.

✦ WHAT YOU'LL LEARN IN THIS CHAPTER

- ✓ What a faceless business is — and what it is not
- ✓ The difference between content, lead magnets, funnels and delivery
- ✓ How one complete transaction flows from first contact to support
- ✓ Why no single piece creates demand on its own



Separate the pieces

Faceless content is a presentation choice: hands demonstrating a product, a screen recording, a narrated diagram, or a useful text-led video. A faceless brand is a broader identity built around a topic, promise, visual style and reliable service. Neither term means anonymous payment processing, freedom from platform identity checks, or immunity from being recognized.

A digital product is something delivered digitally, such as a PDF guide, spreadsheet, template, audio lesson or collection of working files. Affiliate marketing earns a commission when a referral meets a program's conditions. User-Generated Content, shortened to UGC, describes content made by users or creators; in paid creator work, a brand may commission that content for its marketing. Influencer marketing usually involves paying for access to the creator's audience. A job may combine both, but the deliverables and rights should still be separated.

Private Label Rights, or PLR, and Master Resell Rights, or MRR, are license labels, not universal legal packages. The actual document determines whether you may edit, sell, rename, transfer rights, distribute editable files or include specific assets. A license that permits resale does not automatically permit every form of modification.

Follow one transaction

Imagine Alex creates a printable Desk Reset Kit. A short video shows a paper pile becoming three useful categories. The caption offers a free sorting sheet. A visitor requests that sheet and receives it. Later, an email explains the complete kit. A buyer pays, receives the files, opens them, and follows the instructions. Alex handles an access question and updates an unclear step.

The video is content. The sorting sheet is a lead magnet: a useful free resource offered in exchange for permission to follow up. The connected steps form a funnel: a path from first interest to a next action.

The checkout takes payment. Delivery gives access. Automation carries out defined rules, such as sending an access message after a confirmed purchase. None of those pieces creates demand by itself.

DO THIS NOW

Draw seven boxes: person, problem, offer, discovery, decision, payment, delivery. Under each, write one sentence for your own possible business. If you cannot name the person or problem yet, write a question rather than invent certainty. We will investigate them next.



KEY TAKEAWAY

A business is a connected path: content, offer, delivery and support working together.

CHAPTER CHECKPOINT

Checkpoint: you can explain what someone pays for and what happens after payment without using the words “passive income.” Use Worksheet 1 to keep that explanation visible.

See the system

One complete transaction

One complete transaction

Every station needs a real destination. An unanswered box is a question, not a failure.



One person. One problem. One small outcome.

SKETCH YOUR OWN VERSION

Redraw this system with your person, problem and offer in place. Use the lines below, or make your own in the margin.

YOUR TURN · BUILD 01

Map the transaction, end to end

Write one sentence in each box for your own possible business. Leave an unanswered question wherever you need evidence.

1 Person ›

2 Problem ›

3 Offer ›

4 Discovery ›

5 Decision ›

6 Payment ›

7 Delivery

REMEMBER

A useful demonstration can introduce an offer. The buyer still needs clear information, working access and support. I can trace the complete transaction.

1. Map one useful system

WORKSHEET 1 OF 24

Choose one possible offer. Fill the boxes in the order a customer experiences them. Leave unknowns as questions.

WORKED STARTING POINT

Example: Alex: shared-home worker → misplaced active papers → Desk Reset Kit → demonstration → offer page → payment → files and support.

1 Who is the person and what situation are they in?

2 What specific problem are you helping with?

3 What will they receive?

4 How will they discover and evaluate it?

5 How will payment, delivery and support work?

✓ CHECKPOINT

Checkpoint: I can explain the transaction without assuming that posting automatically produces sales.

CHAPTER

BUSINESS BUILD 2 OF 24

02

Choose one model and protect your boundaries

The right starting model fits the work you can do, not merely the result you want. Compare the daily tasks before you compare attractive sales screenshots.

Your face is optional. Your boundaries are not.

✦ WHAT YOU'LL LEARN IN THIS CHAPTER

- ✓ Three workable starting models and the daily work each requires
- ✓ A three-column privacy boundary list
- ✓ How affiliate recommendations differ from owning an offer
- ✓ Writing an experiment sentence with stop conditions



Three workable starting choices

An original digital product requires understanding a problem, making a useful resource, testing it, and finding willing buyers. A licensed product reduces some initial writing or design work, but still requires a license review, factual checking, substantial adaptation, customer support and distribution. A UGC service requires planning, filming, editing, pitching, negotiating scope and delivering client work.

Affiliate recommendations can accompany a useful educational resource, but they are not a substitute for audience trust. You do not control the provider's price, refund process, tracking rules or product quality. Read the program terms and explain your relationship when recommending a qualifying purchase.

If you enjoy explaining a repeatable process and revising documents, start with a product. If you prefer making visual demonstrations to maintaining a product, explore UGC. If you cannot yet demonstrate useful knowledge or create a credible sample, spend the first week practicing and interviewing potential users. You are allowed to learn before selling.

Privacy is a design decision

Make a three-column boundary list: comfortable, conditional, not for public use. Include your face, voice, hands, home, children, location, workplace, legal name, and daily routine. Voiceover can feel comfortable to one person and too identifying to another. Hands can reveal tattoos, jewelry or reflections. Screen recordings can expose email addresses, client data or browser tabs.

Before filming, remove addresses, school information, account notifications and reflective clues. Use demonstration accounts or fabricated sample data clearly labeled as examples. Do not show children or other people's private spaces simply to make a brand feel relatable. Faceless content can still be personal through thoughtful explanations, consistent language and honest service.

For Alex, the boundary is hands and voice permitted, face and household members excluded, and no filming of employer systems. That leaves demonstrations, desk closeups, narrated diagrams and sample-document walkthroughs. It does not leave every possible UGC job open, which is fine.

Choose an experiment

Write: "For my next experiment, I will make [small offer or sample] for [person] with [problem], using [available skill]." Then list what would make you stop or change direction: inability to substantiate the advice, costs beyond your limit, unacceptable privacy demands, or no evidence the problem matters.



KEY TAKEAWAY

Choose the model whose daily tasks fit your life, then write your boundaries before you build.

✓ CHAPTER CHECKPOINT

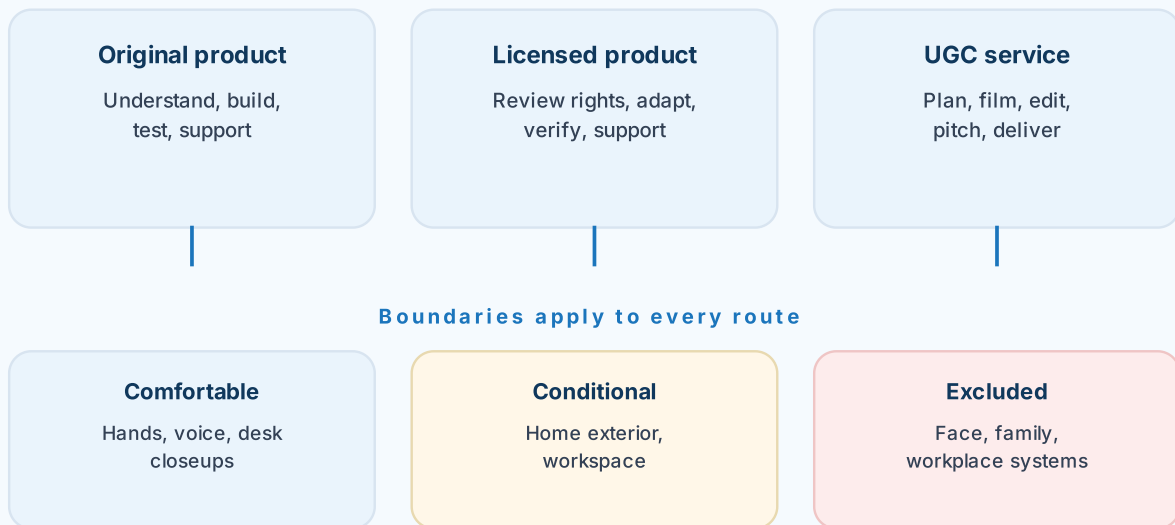
Checkpoint: one primary model, one written boundary list, and one maximum spending limit. Keep the other ideas in a parking-lot note. Use Worksheet 2 before adding any account or subscription.

See the system

Three routes, one boundary fence

Three routes, one boundary fence

Compare the daily tasks before the sales screenshots. Then fence off what stays private.



Your face is optional. Your boundaries are not.

SKETCH YOUR OWN VERSION

Redraw this system with your person, problem and offer in place. Use the lines below, or make your own in the margin.

YOUR TURN · BUILD 02

Choose an experiment you can sustain

Make the model and its limits visible before opening another account.

1 My first model and smallest test

2 What I will show / what I will keep private

3 My maximum spend and stop-or-change condition

REMEMBER

A public-facing brand identity does not remove private identity checks by payment providers or platforms. My experiment fits my boundaries.

2. Choose a model and boundaries

WORKSHEET 2 OF 24

Compare product creation, licensed-product adaptation and UGC by the work required. Choose one experiment.

WORKED STARTING POINT

Example: Alex chooses an original worksheet kit; hands/voice allowed, family/workplace details excluded.

1 Primary route and the tasks I am willing to do

2 Skills I can demonstrate; skills I still need to practice

3 Comfortable / conditional / excluded public details

4 My spending ceiling and privacy checks

5 My experiment sentence and reasons to change direction

✓ CHECKPOINT

Checkpoint: I chose one route and recorded boundaries before opening more accounts.

CHAPTER

BUSINESS BUILD 3 OF 24

03

Find a niche without guessing

A niche is a specific area of work focused enough that a reader can recognize whether you help them.

"Lifestyle" is too broad to guide an offer. "A fifteen-minute paper reset for people working at a kitchen table" gives you a person, a setting and a task to investigate.

You do not need the smallest imaginable audience. You need a clear enough problem to design a useful first response. Start with things you can explain, demonstrate or research responsibly. Avoid selling expertise you do not have in high-stakes areas such as health treatment, investing or legal compliance.

Evidence first. Interpretation second.

✦ WHAT YOU'LL LEARN IN THIS CHAPTER

- ✓ Recognizing a niche narrow enough to guide an offer
- ✓ Interview questions that reveal real friction
- ✓ Building a small evidence file from public questions
- ✓ Narrowing a promise into one testable sentence



Build a small evidence file

List three possible problems. For each, inspect a few public questions, product reviews, community discussions or search suggestions. Record the exact question, where it appeared, its date, and the situation behind it. Do not copy someone's personal story into your marketing or collect unnecessary identifying details. Look for repeated friction, not a single dramatic comment.

Then ask a few relevant people about what they already do. Useful questions include: "When did this last happen?", "What did you try?", "Which part took the most effort?", and "What would a useful result look like?" Avoid "Would you buy my amazing guide?" Agreement with a hypothetical idea is weak evidence of buying intent.

For Alex, the repeated issue might be finding important paper after moving between rooms. "My desk looks messy" and "I lose the form I need for tomorrow" are different problems. The second has a clearer consequence and a more testable solution. A kit designed around finding papers may be more useful than a generic productivity ebook.

Compare the options

Use four questions rather than a magical profitability score. Is the problem specific? Can you help safely and credibly? Can you reach people who experience it? Can a small digital resource or demonstration improve a meaningful part of it? Record what you know and what remains an assumption.

If every answer depends on guessing, run a smaller learning task. Share a free one-page prototype with a willing tester and ask them to use it for the next real instance of the problem. Ask what they did, where they hesitated, and what was missing. Do not interpret a compliment as proof of demand.

Narrow the promise

Complete: "I help [person in a situation] do [specific task] without [particular avoidable friction]." Alex writes, "I help people working in shared home spaces create a simple place for active paperwork without buying a new organizer." That sentence guides examples, content and the first product.



KEY TAKEAWAY

A niche is a person, a repeated problem and a skill you can apply — not a profitability score.

✓ CHAPTER CHECKPOINT

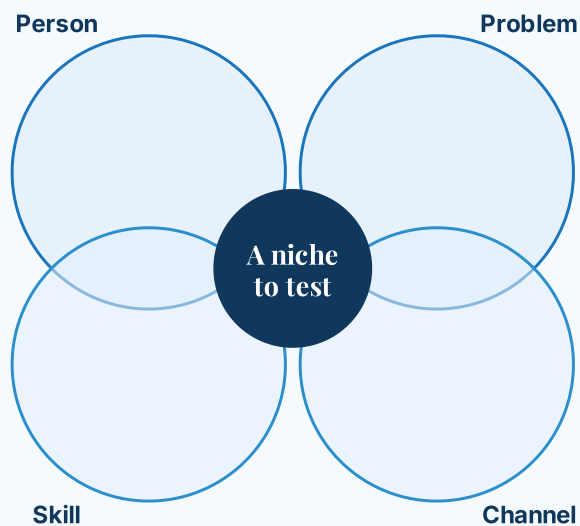
Checkpoint: an evidence log with several observations, a defined problem, a bounded promise and at least one unresolved assumption. Worksheet 3 helps you separate observations from interpretations.

See the system

A niche to test

A niche to test

All four circles must overlap before the center becomes testable.



Evidence first. Interpretation second.

SKETCH YOUR OWN VERSION

Redraw this system with your person, problem and offer in place. Use the lines below, or make your own in the margin.

YOUR TURN · BUILD 03

Keep evidence separate from your guess

Choose one real observation from your research. Keep the original observation beside the interpretation you want to test.

1 Observation, source and date

2 My interpretation or unresolved assumption

3 A small test and what I will observe

REMEMBER

A compliment is a response. It does not establish buying intent or demand. My claim points back to evidence.

3. Problem evidence log

WORKSHEET 3 OF 24

Record observations separately from interpretations. Use anonymous notes and dates.

WORKED STARTING POINT

Example: Observation: a tester could not find tomorrow's form. Interpretation to test: an active-paper spot might help.

1 Question or problem observed; source and date

2 What the person already tried

3 Consequence or friction they described

4 My interpretation and alternative explanation

5 Follow-up question and small test

✓ CHECKPOINT

Checkpoint: My promise is supported by observations, with uncertainty still visible.

CHAPTER

BUSINESS BUILD 4 OF 24

04

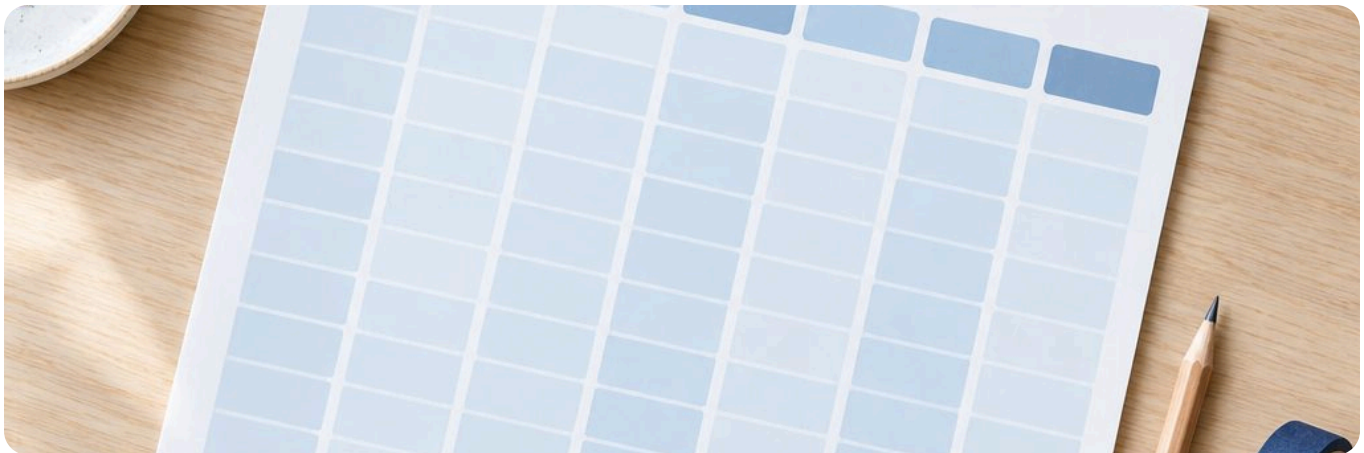
Make the plan fit your actual week

A plan that ignores caregiving, fatigue or a changing work schedule is not practical. Start with capacity, then choose scope. You are not proving commitment by writing an unrealistic calendar.

A realistic plan beats an impressive calendar.

✦ WHAT YOU'LL LEARN IN THIS CHAPTER

- ✓ Separating creation time from maintenance time
- ✓ Choosing time blocks you can actually protect
- ✓ Keeping a fifteen-minute fallback list
- ✓ Tracking costs before revenue



Plan two kinds of time

Creation time needs focus: writing a lesson, recording a demonstration or editing a sample.

Maintenance time can be shorter: answering a customer, checking a link or logging a result. Separate them so a few small tasks do not consume the only quiet block you had for making the offer.

Choose the blocks you can reasonably protect this week. One hour on a weekend and two twenty-minute sessions may be your starting capacity. That is not a universal recommended schedule; it is an example of building around reality. Define a visible finish for each block: draft the first worksheet, test its instructions, or record three demonstration shots.

Keep a fifteen-minute fallback list. Good fallback tasks include naming the files, writing one support answer, recording a confusing instruction, or testing one download. "Build my business" is not a fallback task because it has no clear end.

Track costs before revenue

Create a simple ledger with date, item, purpose, amount, recurring status and cancellation date. Add time spent if you want to understand the real effort. A trial that converts to a subscription is a future cost, not a free resource forever. A free storefront may still charge transaction and payment-processing fees.

Do not interpret revenue as money available to spend. Fees, refunds, taxes, subscriptions, contractors and other costs affect what remains. Keep records from the first transaction and use official guidance or qualified help for obligations in your location.

Decide what can wait

Alex does not need a new camera, paid scheduler and elaborate website to test whether a sorting worksheet is useful. A phone, existing writing tool, simple prototype and a few willing testers can answer an earlier question. Payment and delivery systems become necessary before accepting purchases, not before every learning experiment.



KEY TAKEAWAY

Plan around the hours you really have, and give every block a visible finish.

✓ CHAPTER CHECKPOINT

Checkpoint: a one-week schedule, a spending ceiling, a basic ledger and a fallback task. Worksheet 4 includes a difficult-week plan: what you will keep, defer and communicate if your available time disappears.

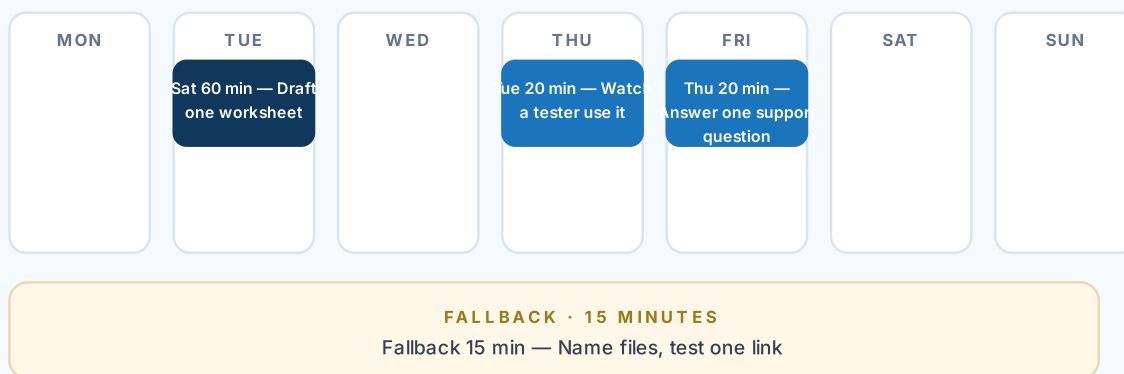
See the system

A week that fits real life

A week that fits real life

Navy blocks create; light blocks maintain. Every block ends at something finished.

THIS WEEK



A realistic plan beats an impressive calendar.

SKETCH YOUR OWN VERSION

Redraw this system with your person, problem and offer in place. Use the lines below, or make your own in the margin.

YOUR TURN · BUILD 04

Give this week a visible finish

Start with the time you actually have. Define a finished result for one creation block and one maintenance block.

1 Creation block: when / visible finish

2 Maintenance block: when / visible finish

3 Difficult-week fallback: keep / defer / communicate

REMEMBER

Put future subscription charges and cancellation dates in the cost ledger before a trial ends. My plan leaves room for ordinary life.

4. A week that fits real life

WORKSHEET 4 OF 24

Choose realistic creation and maintenance blocks, then define a finish for each.

WORKED STARTING POINT

Example: Saturday 60 minutes: draft one worksheet. Tuesday 20 minutes: watch a tester use it.

1 Available blocks and the task finished in each

2 Maintenance tasks and contact response plan

3 Fifteen-minute fallback task

4 Spending limit; recurring costs and cancellation dates

5 Difficult-week plan: keep / defer / communicate

✓ CHECKPOINT

Checkpoint: The plan fits my capacity rather than an influencer's schedule.

CHAPTER

BUSINESS BUILD 5 OF 24

05

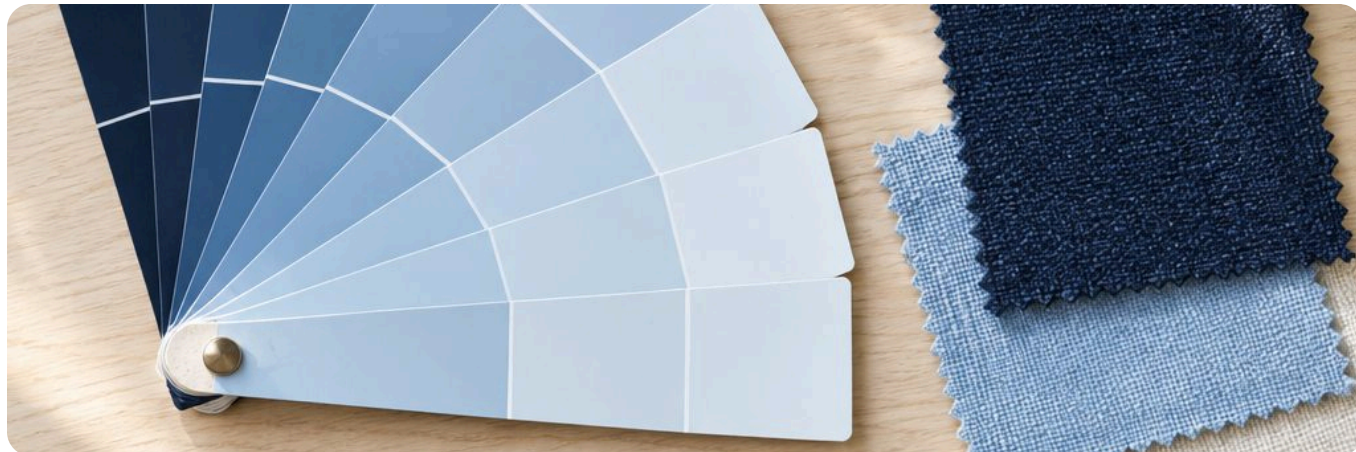
Build a trustworthy brand without oversharing

A brand is the pattern people recognize in your work. Your name, typography and colors help, but reliability matters more: understandable promises, accurate examples, working links and a response when something goes wrong.

Show the process, not your whole life.

✦ WHAT YOU'LL LEARN IN THIS CHAPTER

- ✓ What a brand pattern is and why reliability is its core
- ✓ Writing a one-page brand brief
- ✓ Choosing a readable visual system
- ✓ Making trust visible with samples and honest limits



Write a one-page brand brief

Define the person you help, the problem, the tone, the boundaries and the next action. Pick a plain descriptive sentence before writing a clever slogan. Alex's brief might say: "Practical organization for shared home workspaces. Calm, specific, no expensive storage required. Show the process, not a perfect home."

Choose one readable heading font and one body font, or use one family with different weights. Use dark text on a light background. Avoid putting essential instructions inside a decorative image where they are difficult to read, select or enlarge. A bright accent can mark a step; it should not be the only way to communicate its meaning.

Set up a useful profile

Choose a name people can read and remember. In the display name and biography, use natural language that describes what you teach. Explain who the account helps, what kinds of content they will find, and one relevant next step. Do not stuff a biography with unrelated keywords or claim expertise you cannot support.

An example biography is: "Simple paper systems for shared home workspaces. Clear demonstrations and printable tools. Start with the free three-category sorting sheet." Use a link only when the destination is ready. Open it from a phone as a visitor and confirm the promised resource is obvious.

Use a contact channel that you can maintain. A public brand can use a business identity while payment providers and some platform accounts require accurate private identity information. Do not promise total anonymity or use another person's identity.

Make trust visible

Show a real sample of the work, state the file format, name prerequisites, describe the limits, and explain support. A sample worksheet with useful instructions is stronger than a fabricated dashboard screenshot. If you have no testimonials, do not invent them or present a friend's encouragement as a customer result.



KEY TAKEAWAY

Trust comes from understandable promises, accurate samples and working links — not from sharing more.

✓ CHAPTER CHECKPOINT

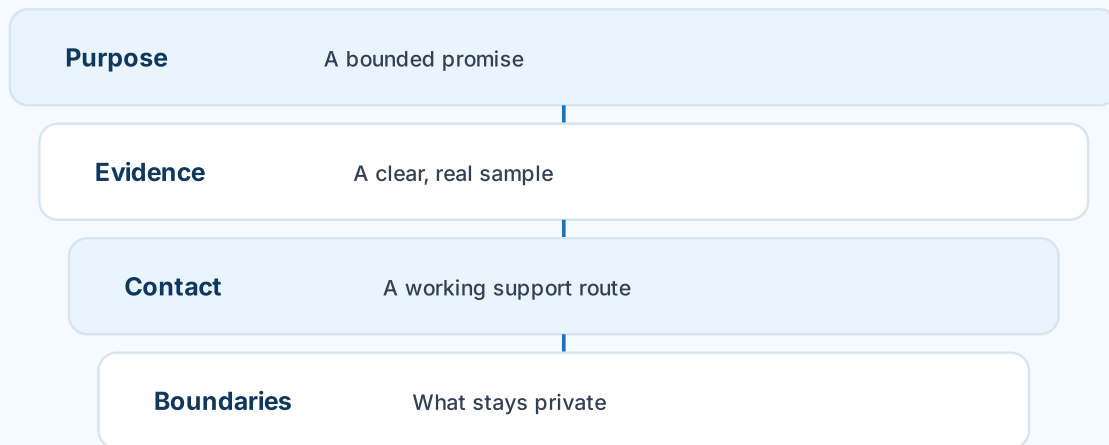
Checkpoint: a one-page brand brief and a profile draft that tells a new visitor what to do next. Worksheet 5 includes a privacy check for photos, screenshots and profile details.

See the system

The trust stack

The trust stack

Each layer is something a stranger can verify without knowing your name.



Show the process, not your whole life.

SKETCH YOUR OWN VERSION

Redraw this system with your person, problem and offer in place. Use the lines below, or make your own in the margin.

YOUR TURN · BUILD 05

Make your profile useful to a stranger

Draft the profile as a visitor will read it. Then open its destination without relying on your owner access.

1 Who it helps

2 What it teaches

3 One next step

4 Audience and plain-language promise

5 Sample or evidence I can actually show

6 One next action and the destination to test

REMEMBER

Working links, accurate samples and a clear support route make trust visible. A new visitor can understand the next step.

5. One-page brand brief

WORKSHEET 5 OF 24

Describe your audience, promise, tone and next action before choosing decorative elements.

WORKED STARTING POINT

Example: Simple paper systems for shared home workspaces; calm explanations; free sorting sheet first.

1 Audience and bounded promise

2 Tone: three qualities and three phrases to avoid

3 Visual system: readable fonts, colors and image rules

4 Profile description and one next action

5 Contact, privacy and sample-proof checklist

✓ CHECKPOINT

Checkpoint: A stranger can tell what I help with and what to do next.

CHAPTER

BUSINESS BUILD 6 OF 24

06

Turn one problem into a useful digital offer

A useful offer has a defined job. More pages do not automatically make it better. Before designing a cover, write the result a reader can reasonably achieve by using the resource, along with the limits of that result.

Small and complete beats long and vague.

✦ WHAT YOU'LL LEARN IN THIS CHAPTER

- ✓ Working backward from the task a buyer performs
- ✓ Designing the smallest complete version
- ✓ Testing with a real user, without coaching
- ✓ Packaging files so a buyer can start immediately



Work backward from use

Alex's first idea is "a productivity ebook." That is difficult to evaluate. A sharper offer is a Desk Reset Kit containing a sorting guide, printable labels, a weekly reset checklist and a worked example for a shared kitchen table. Its job is to help someone set up a repeatable paper routine, not transform their whole life.

List the steps a buyer must take. For each, ask what information, example or tool makes that step possible. If a chapter says "choose your categories," show the choices, explain when to use each, give a completed example, and leave space for the buyer's version. Remove material that does not help the stated job.

Build the smallest complete version

Small does not mean incomplete. A one-page checklist needs enough instruction to use it. A spreadsheet needs labels, sample data and an explanation of its calculations. A template needs instructions for making a copy, editing it and exporting the result. Include what success looks like and how to correct a common mistake.

CONTINUED Draft in a writing tool first. Use headings to arrange the sequence and write one worked example all the way through. Ask a willing tester to complete the task without you explaining over their shoulder.

Record their questions. Fix the places where the document depends on knowledge that is still in your head.

For a phone-photography guide, “use good light” is not enough. Ask the reader to stand near a window, turn off a conflicting overhead light, place the product on a stable surface, tap to focus, and compare a shot with the light behind versus beside the camera. Explain what they are looking for: visible product detail and fewer distracting shadows. Adjust for the phone's actual controls rather than inventing one universal interface.

Package for the buyer

Use descriptive filenames such as Desk-Reset-Guide.pdf and Desk-Reset-Worksheet.pdf. Open each export on a phone and a computer. Check that the text is selectable, links work, page numbers are correct, and nothing is clipped. Include a short Start Here file explaining the order, software requirements and support contact.



KEY TAKEAWAY

A useful offer has one defined job — and enough instruction to complete it.

✓ CHAPTER CHECKPOINT

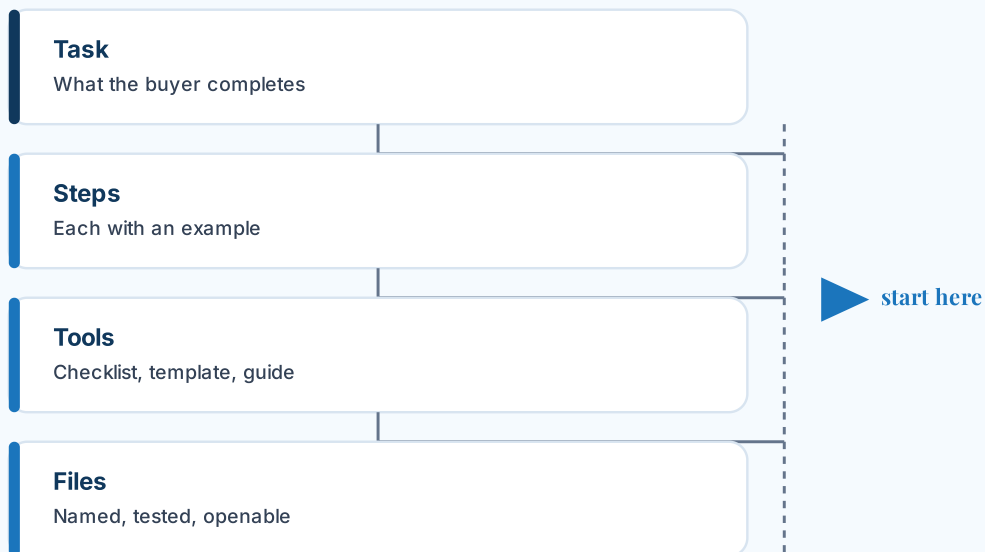
Checkpoint: a prototype someone can use to perform the promised task, not merely a table of contents. Worksheet 6 is the offer specification and test record.

See the system

Build backward from the task

Build backward from the task

Start at the outcome the buyer performs; every file below it exists to make that possible.



Small and complete beats long and vague.

SKETCH YOUR OWN VERSION

Redraw this system with your person, problem and offer in place. Use the lines below, or make your own in the margin.

YOUR TURN · BUILD 06

Build the smallest complete offer

Choose one buyer task. Name the file, instruction and example that make it possible to complete.

1 Task

2 Instructions

3 Worked example

4 Buyer test

5 The task my offer helps complete

6 Files, requirements and instructions included

7 What my tester did / where they hesitated

REMEMBER

Test the exported files, not only the document open in your design tool. The promised task can be completed.

6. Offer specification and user test

WORKSHEET 6 OF 24

Design backward from a task, then watch someone use the prototype without coaching.

WORKED STARTING POINT

Example: Desk Reset Kit: sorting guide, labels, example and weekly checklist; no promise of life transformation.

1 Specific task and limits of the promised outcome

2 Included files, formats, prerequisites and support

3 Steps the buyer takes and example needed for each

4 Revision and retest result

5 Tester observations: hesitation, questions, missing information

✓ CHECKPOINT

Checkpoint: The prototype helps someone perform the task rather than merely understand a topic.

CHAPTER

BUSINESS BUILD 7 OF 24

07

Create, license, or rebuild responsibly

Creating original work gives you control but requires time and skill.

Licensing can supply a starting point, but it does not remove the need to check quality, accuracy, rights and suitability. Treat licensed material as ingredients with conditions, not automatic permission to sell every asset you can download.

Save the permissions like they are money. They are.

✦ WHAT YOU'LL LEARN IN THIS CHAPTER

- ✓ Reading the actual license grant before using material
- ✓ Auditing source quality and embedded assets
- ✓ A rebuild checklist for licensed products
- ✓ Why added assets carry their own rules



Read the actual grant

Before using any licensed product, save the license, purchase record, source files and the date you obtained them. Identify what you may modify, how you may distribute it, whether editable files are included, whether you may pass rights to customers, and what is excluded. A marketing label such as PLR cannot answer all those questions.

Check embedded photographs, fonts, screenshots, examples and third-party links. The seller's rights in their text may not give you unrestricted rights in someone else's logo, music or stock asset. If an asset's permission is unclear, replace it with something you can document rather than hoping a color change solves the problem.

Use a rebuild checklist

Read the entire source before changing the cover. Mark outdated instructions, unsupported claims, repetitive material, broken links, unexplained terms and another seller's branding. Define the new audience and outcome. Rebuild the structure around that outcome, then rewrite examples and exercises. Finally, test the finished product as a buyer would.

A licensed product may permit modification without requiring or permitting you to pass the same rights to your customer. Always separate the rights you received from the rights your customer receives. Record both clearly, and never assume that permission to modify, sell, or use source material automatically gives your customer the same permissions.

Note: This chapter explains licensing as a business topic. Your purchase of this Reader's Workbook Edition does not include PLR, MRR, or resale rights.

Understand Canva's separate rules

Canva is a design tool with its own content licenses. Permission to edit a PLR book does not erase the rules for Canva library content added later. Check the official licensing guidance before selling a design or editable template. Do not sell isolated Canva library elements as though you own them. Some template uses and assets have different restrictions.

Creating a Canva template link is also different from sharing a master design with edit access. At the research checkpoint, Canva's help identifies template-link creation as a feature of specified paid or eligible plans. Do not promise buyers a free-account workflow that has not been tested. If a product you create or license requires delivery through a Canva template link, verify that your account, asset licenses, and customer permissions support that workflow before offering it. Canva sharing help



KEY TAKEAWAY

A license label is not permission — read the actual grant and keep evidence for every asset.

✓ CHAPTER CHECKPOINT

Checkpoint: a rights record, a source-quality audit and a list of assets that need replacement. Worksheet 7 separates the source license from licenses for additional assets. Your customer's rights sheet should describe the edition they actually bought, not every right you personally hold.

See the system

Record the actual permissions

Record the actual permissions

Four separate records — no single label covers them all.



Source grant

Where rights are recorded



Resale

What may be passed on



Changes

What may be adapted



Added assets

Separate rights evidence

Save the permissions like they are money. They are.

SKETCH YOUR OWN VERSION

Redraw this system with your person, problem and offer in place. Use the lines below, or make your own in the margin.

YOUR TURN · BUILD 07

Keep the permission with the asset

Pick one licensed component and create a record that another person could follow.

1 Asset, creator/source and date obtained

2 Allowed modifications, distribution and exclusions

3 Saved permission location and unresolved question

REMEMBER

A source-text license and an added photo, font or template license are separate records. Each intended use has supporting permission.

7. License and asset record

WORKSHEET 7 OF 24

Save the actual source grant and separately record every added third-party asset.

WORKED STARTING POINT

Example: A book license permits adaptation; a font and a photograph still have their own licenses.

- 1 Source, purchase record, date and saved license location

- 2 Modification, resale and downstream rights actually granted

- 3 Conditions: naming, cover, template handling and other restrictions

- 4 Added assets: owner, permission, allowed delivery and evidence

- 5 Customer edition rights and unresolved questions

✓ CHECKPOINT

Checkpoint: I am not using a product-level license to invent rights in unrelated assets.

CHAPTER

BUSINESS BUILD 8 OF 24

08

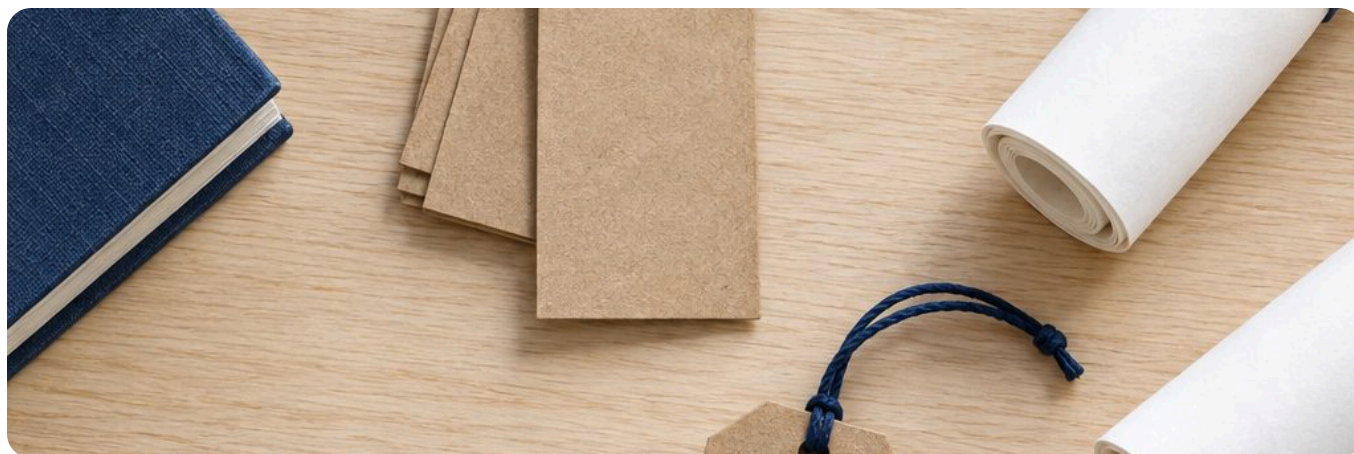
Price an offer without selling a forecast

Price is a decision about the offer, costs, support and audience. It is not a shortcut to a promised monthly income. Begin with what the buyer receives and how well it helps them complete a meaningful task.

Run the numbers. Then doubt them.

✦ WHAT YOU'LL LEARN IN THIS CHAPTER

- ✓ Why price is a decision about offer, costs and support
- ✓ Comparing offers fairly
- ✓ Working through the fee arithmetic honestly
- ✓ Defining editions and rights before price



Work through the arithmetic

Ten completed sales at \$47 produce \$470 gross revenue. That is multiplication, not a forecast. To understand what remains, subtract actual platform fees, payment-processing charges, refunds, direct costs and other relevant expenses. Taxes and accounting treatment depend on your circumstances.

For a hypothetical exercise only, suppose a platform charges 9% and processing costs are assumed to be 3% plus \$0.30 per transaction. On ten \$47 transactions, those assumed charges total \$59.40, leaving \$410.60 before refunds, taxes, subscriptions and other costs. The processing assumption is not a quote from your provider. Replace it with your real terms before using the calculation.

Compare offers fairly

Look at a small set of relevant offers and record the date, seller, listed price, format, depth, support, editable assets and rights. An advertised price tells you what the seller asks, not what customers actually pay or whether the product sells. A discounted template bundle and an implementation guide may solve different jobs despite sharing keywords.

Consider your costs and the buyer's alternatives. If your resource replaces hours of confusion with a clear, tested process, show that process through samples. Do not invent a "\$997 value" stack or a countdown that resets to pressure the buyer.

Decide the customer's rights before you set the price

A learning edition can provide a guide, worksheets, templates, prompts, and implementation tools without giving the buyer permission to resell the material. Commercial or resale rights are separate permissions and should never be assumed simply because a product discusses digital-product resale.

If a seller chooses to offer commercial, PLR, MRR, or other downstream rights, those permissions should be stated clearly in a separate license that explains exactly what may be modified, distributed, transferred, or resold.

Write a simple offer record: edition name, included files, permitted uses, support, price, refund terms, and review date. Make the checkout and customer license match it.



KEY TAKEAWAY

Label your assumptions: gross revenue is not profit, and scenarios are not forecasts.

✓ CHAPTER CHECKPOINT

Checkpoint: one proposed offer and a cost worksheet using labeled assumptions. Worksheet 8 lets you test different sales counts without treating them as targets you are entitled to reach.

See the system

Illustrative costs, not a forecast

Illustrative costs, not a forecast

A hypothetical scenario: $\$47 \times 10$ assumed sales with assumed fees. Replace with your real terms.



Run the numbers. Then doubt them.

SKETCH YOUR OWN VERSION

Redraw this system with your person, problem and offer in place. Use the lines below, or make your own in the margin.

YOUR TURN · BUILD 08

Separate revenue from what remains

Keep assumptions labeled. Use the worked example as a method, then replace it with your actual costs.

1 Price, quantity and fee assumptions

2 Other costs: tools / refunds / production / support

3 What remains unknown before I choose a price

REMEMBER

The source example leaves \$410.60 after assumed fees, before other costs. That amount is not profit. My calculation names its assumptions.

8. Price and cost assumptions

WORKSHEET 8 OF 24

Label assumptions. Use your actual fee schedule before relying on the result.

WORKED STARTING POINT

Example: $\$47 \times 10 = \$470$ gross. Hypothetical 9% platform + 3% processing + $\$0.30/\text{order} = \$59.40$; $\$410.60$ remains before other costs.

1 Edition, included value, price and comparable offers

2 Sales-count scenarios; clearly marked as scenarios

3 Actual platform/processing terms and calculation

4 Refunds, taxes, subscriptions, time and other costs to consider

5 What evidence would justify changing the offer or price?

✓ CHECKPOINT

Checkpoint: I have not confused gross revenue, remaining cash and profit.

CHAPTER

BUSINESS BUILD 9 OF 24

09

Create a free resource that leads somewhere useful

A lead magnet is a useful free resource tied to a particular problem. Its purpose is to begin a permission-based relationship, not to collect as many email addresses as possible from people who do not want your help.

Give freely. Follow up honestly.

✦ WHAT YOU'LL LEARN IN THIS CHAPTER

- ✓ Choosing one small job the free resource completes fully
- ✓ Writing a specific, honest promise
- ✓ Building a signup page that explains follow-up
- ✓ Testing delivery as a subscriber, not the owner



Choose one small job

Alex's paid kit teaches a complete paper routine. The free resource helps someone sort today's pile into act, keep and reference. It should work on its own. Do not deliberately omit an essential instruction so the reader must buy the next product to finish the free task.

Write a specific promise: "Use this one-page sorting sheet to choose a temporary home for active papers." Then create the sheet, add one filled example, and test it. A free resource can be a checklist, short tutorial, sample template or decision aid. Choose the format that makes the task easier, not the format that looks most impressive.

Build the signup page

The page needs the resource name, who it helps, what the reader receives, a simple email field, one action button, and a clear explanation of follow-up emails. Link the privacy information. Ask only for data you actually need. Do not use a misleading button or hide that the person is joining an email sequence.

An example button is "Send me the sorting sheet." A useful confirmation page says what happened, how to get the resource, how long to wait if appropriate, and where to get help. If email delivery is not active, do not tell the visitor an email is already on its way.

Make delivery easy

Write a short first email: the promised file, one starting action, and support information. Test the resource link as a person without your account privileges. A link that opens only for the creator is not working delivery.

Do not add someone to promotional messages just because they bought a product or emailed support.

Consent and email rules differ by location and context. Explain the intended messages and maintain a workable unsubscribe process. Use official guidance when deciding the requirements for your audience. FTC commercial-email guidance



KEY TAKEAWAY

A lead magnet earns permission by being genuinely useful on its own.

✓ CHAPTER CHECKPOINT

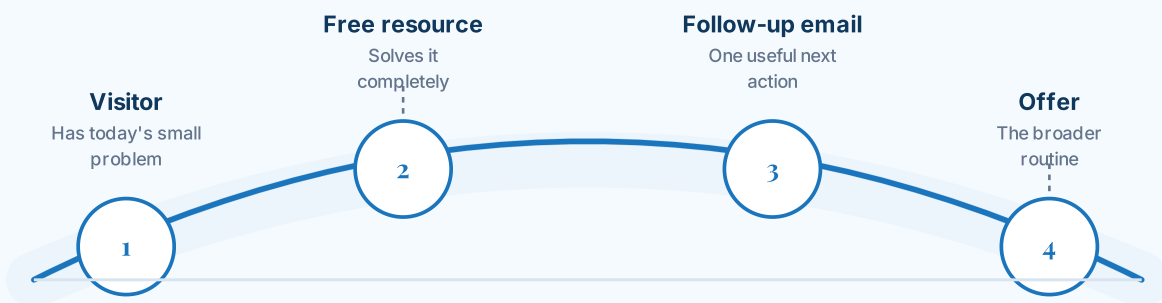
Checkpoint: a complete free-resource file, signup-page draft, confirmation copy and first delivery email. Worksheet 9 records the promise and the exact path used to fulfill it. ILLUSTRATIVE LAYOUT - PLATFORM LABELS VARY Resource delivery email Find the promised file first. Check that its link opens without the owner's login. 1. Your requested resource 2. Open the file link 3. Start with one action

See the system

The free resource bridges

The free resource bridges

It must work on its own — never omit an essential step to force a purchase.



Give freely. Follow up honestly.

SKETCH YOUR OWN VERSION

Redraw this system with your person, problem and offer in place. Use the lines below, or make your own in the margin.

YOUR TURN · BUILD 09

Connect the promise to the first email

Write a resource promise you can fulfil and an email that makes the file easy to find.

- 1 Small promise

- 2 Useful file

- 3 Delivery email

- 4 Related next step

- 5 The single task my free resource helps with

- 6 First-email subject and access instruction

- 7 The related next step, if appropriate

REMEMBER

Send the resource that was promised before introducing another request. A recipient can find and open the resource.

9. Free-resource promise

WORKSHEET 9 OF 24

Choose one small related task that the free resource solves completely.

WORKED STARTING POINT

Example: A three-category sorting sheet works by itself and introduces a broader desk routine.

- 1 Reader and one small task

- 2 Promise, contents and completed example

- 3 Signup copy, button and follow-up explanation

- 4 Confirmation, first email and exact resource destination

- 5 Signed-out access test and support contact

✓ CHECKPOINT

Checkpoint: The reader can finish the free task without being forced to buy.

CHAPTER

BUSINESS BUILD 10 OF 24

10

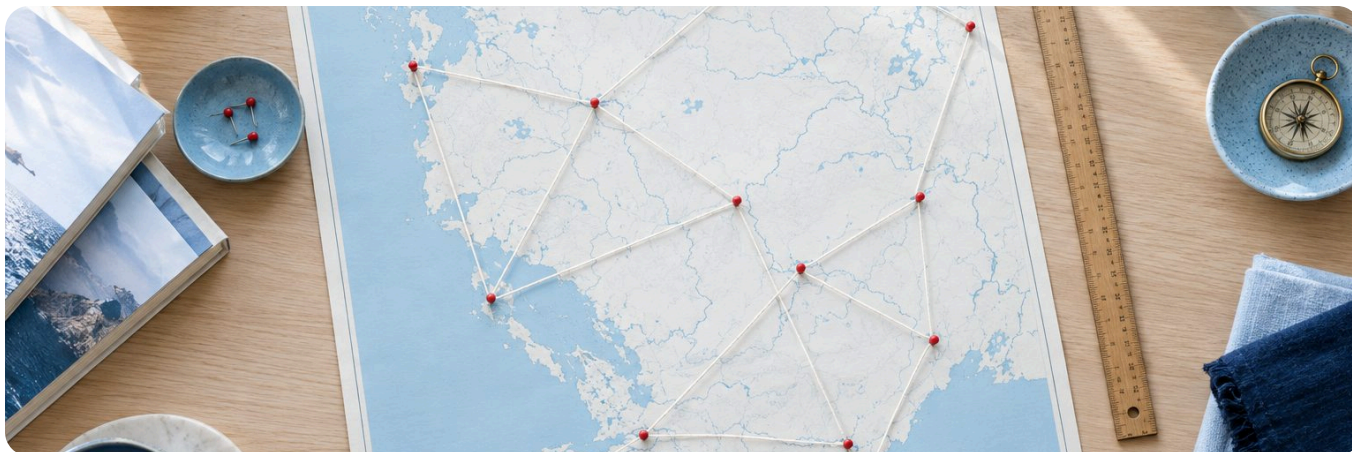
Build the customer path before choosing more tools

A funnel is simply an organized sequence of next steps. The name makes it sound more complicated than it needs to be. Your job is to make each transition understandable and dependable.

Tools are hired help, not the plan.

✦ WHAT YOU'LL LEARN IN THIS CHAPTER

- ✓ Drawing the full customer path with real destinations
- ✓ Comparing tool functions instead of brands
- ✓ Writing a buying-decision page
- ✓ Giving every step an owner and a status



Draw the path

For a direct product sale: helpful content → product page → checkout → confirmed payment → access page and delivery message → support. For a free-resource path, add signup and useful follow-up before the product recommendation. For UGC, the path is different: relevant sample → conversation → agreed brief and terms → production → approval/delivery → payment according to the agreement.

Put a real destination or a clearly marked unfinished item below each box. This reveals the exact missing piece. “The funnel isn't done” is vague; “the purchase confirmation has no download link” is actionable.

Compare functions

You need a place to explain the offer, a way to accept payment, a delivery method, a support contact, and a record of what happened. You may also need email signup and follow-up. One service may provide several functions. Using two tools to perform the same job can make the system harder to troubleshoot.

Systeme.io's official ebook workflow describes a digital offer and purchase-triggered delivery automation. Beacons supports digital-product storefronts and file offers. Stan offers storefront tools with capabilities varying by subscription. Flodesk provides checkout and email workflows. These are options, not a shopping list. Check current plan limits, fees, payment-provider availability, export options and the exact delivery function before choosing. Systeme.io ebook help

Write the buying decision page

Describe who the product is for, the task it helps with, what files are included, what tools are needed, what it does not promise, the price, rights, refund terms and how access works. Include a sample. Place the purchase action where the reader can find it without hunting, and keep the same product/edition name through checkout and delivery.

Do not treat a payment button as the entire system. A buyer can be charged successfully and still be unable to open a file. A published page can still contain a broken delivery link. Those are service failures, even if the marketing looks polished.



KEY TAKEAWAY

A funnel is just an organized sequence of next steps — make each one dependable.

✓ CHAPTER CHECKPOINT

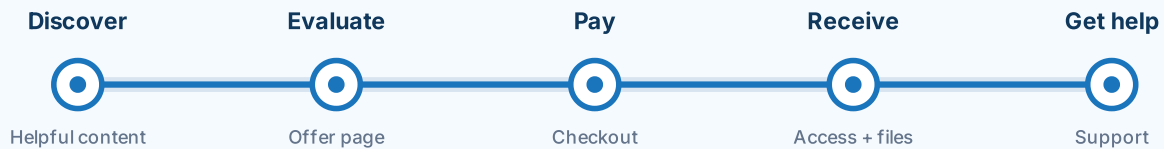
Checkpoint: Worksheet 10 contains your full path, owner of each step, and a status of drafted, configured or tested. Only use "tested" when you have evidence from the visitor's side.

See the system

The customer path

The customer path

Every station needs a working destination and a status: drafted, configured or tested.



Tools are hired help, not the plan.

SKETCH YOUR OWN VERSION

Redraw this system with your person, problem and offer in place. Use the lines below, or make your own in the margin.

YOUR TURN · BUILD 10

Draw the path before adding tools

Give each handoff a destination and a test. Name a tool only after you know the function it must perform.

1 Discover ›

2 Opt in ›

3 Receive ›

4 Consider ›

5 Buy ›

6 Use

7 First contact and promised next destination

REMEMBER

Saved settings are not evidence that the customer path works. Each handoff has a destination and test.

10. Customer-path map

WORKSHEET 10 OF 24

Give each step a destination and a status: drafted, configured or tested.

WORKED STARTING POINT

Example: Video → resource/signup → useful email → offer → checkout → access → support.

1 Discovery and next destination

2 Offer page: files, limits, price, rights and policy

3 Payment event and edition identification

4 Access page, delivery message and support

5 Exact unfinished step, owner and next correction

✓ CHECKPOINT

Checkpoint: Every action leads to a relevant destination rather than a dead end.

CHAPTER

BUSINESS BUILD 11 OF 24

11

Configure delivery and test the real transaction

Automation means a rule runs after a defined event. The event matters. A free signup, a completed purchase and an abandoned checkout are not interchangeable. Sending the wrong message can confuse the buyer or give access before the intended condition is met.

Be your own mystery shopper.

✦ WHAT YOU'LL LEARN IN THIS CHAPTER

- ✓ Preparing files and a Start Here document
- ✓ Configuring one automation rule at a time
- ✓ Running a buyer-side test of the real transaction
- ✓ Testing failures, not just the happy path



Prepare the files first

Export the guide and workbook with descriptive filenames and version dates. Make a Start Here document that names every file and explains which one to open first. Check the total download size on a phone. Avoid requiring a buyer to understand a complicated folder structure before receiving value.

Keep the master source separate from customer downloads. If you provide a template, test that the customer receives their own copy or intended access, not permission to overwrite your master. Do not place paid files on an unrestricted public preview page unless that distribution is intentional and allowed.

Configure one rule at a time

In your chosen platform, create the product record and price, connect the supported payment method, add the delivery file or access destination, and set the purchase-triggered message. Give the rule a name that includes the product and edition. Exclude unrelated products from the trigger. Record whether existing contacts, refunds and repeat purchases behave differently.

In Systeme.io, follow its current ebook instructions to connect the digital offer and New Sale automation to the intended delivery action. The exact menu labels may change. The durable requirement is that a confirmed purchase of the specified offer produces the correct access. Never activate a rule simply because the editor saved successfully.

Run a buyer-side test

Use the provider's supported test process where available. Otherwise plan an authorized controlled transaction and its accounting consequences before charging anything. This book does not instruct you to purchase your own product blindly or manufacture fake sales records.

Check the offer/price on phone and desktop; submit the intended test; confirm the payment event; inspect the access page; open the message in an inbox; download every file; and follow every important link as the buyer. Verify support contact, sender identity, edition rights and the unsubscribe behavior of marketing messages. A manual test email proves less than the complete purchase event.

Also test failures: mistyped email recovery, expired access if applicable, duplicate purchase, missing file, and a support request. Decide how refunds affect access and marketing. Keep necessary transactional messages distinct from promotional messages according to applicable rules.



KEY TAKEAWAY

Saved is not tested — verify the complete purchase event from the buyer's side.

✓ CHAPTER CHECKPOINT

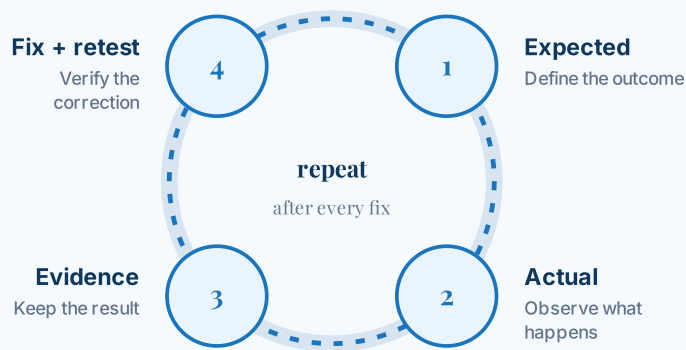
Checkpoint: Worksheet 11 records expected result, actual result, evidence, and correction for each step. Do not send traffic to a path you know is incomplete.

See the system

The test loop

The test loop

Repeat the same check after every fix. Evidence beats settings.



Be your own mystery shopper.

SKETCH YOUR OWN VERSION

Redraw this system with your person, problem and offer in place. Use the lines below, or make your own in the margin.

YOUR TURN · BUILD 11

Test the real buyer experience

Use a buyer-side account or test identity allowed by the platform. Record what happens, not what the settings suggest should happen.

1 Test and expected result

2 Observed result and evidence location

3 Correction, retest date and final result

REMEMBER

A download or login test must work without the owner's account privileges. Payment, access and support have been tested.

11. Buyer-side test record

WORKSHEET 11 OF 24

For each test, write expected result, actual result, evidence and correction. Do not charge money without a planned authorized test.

WORKED STARTING POINT

Example: Expected: correct edition's files. Actual: creator-only folder. Correction: configure intended customer access and retest signed out.

1 Offer/price/payment test; evidence

2 Confirmation and actual purchase-triggered email; evidence

3 Every download, mobile opening and link; evidence

4 Duplicate/existing contact, failed payment and support recovery

5 Rights/refund/opt-out behavior and remaining failures

✓ CHECKPOINT

Checkpoint: A manual test email is not my only evidence.

CHAPTER

BUSINESS BUILD 12 OF 24

12

Make content that teaches before it asks

Content pillars are recurring subjects that help the same audience make progress. They are not a requirement to post about four unrelated parts of your life. Start with the questions someone asks before, during and after using your offer.

For Alex, useful pillars are choosing paper categories, creating a temporary home for active items, and keeping the routine manageable during a busy week. Each can produce demonstrations, explanations, examples and corrections. The product is relevant because it helps with those tasks, not because every post says “buy my kit.”

Teach first. Ask second.

✦ WHAT YOU'LL LEARN IN THIS CHAPTER

- ✓ Choosing content pillars from audience questions
- ✓ Writing a content brief before opening an editor
- ✓ Recording a simple, honest sequence
- ✓ Letting the product be relevant, not pushed



Build a content brief

Before opening an editor, write the audience question, one takeaway, the visual proof, and one next action. If you cannot show or explain the takeaway clearly, narrow it. "Get organized" is too broad for one short post. "Choose where tomorrow's form goes so you can find it" can be demonstrated.

B-roll means supplemental/background video footage. It should support the explanation rather than distract from it. Hands sorting three cards, a closeup of a label, or a phone showing a sample checklist can help the viewer understand. Decorative coffee footage is not evidence that your method works.

Record a simple sequence

Clean the camera lens, choose steady natural light, remove private details, and record a wide shot plus a few closeups. Hold each action long enough for viewers to see it. Record a second take of the important step. Keep a clean version without music so you can reuse the footage under appropriate licenses.

For a desk video, begin with the actual pile, show the sorting decision, show the labeled destination, and finish with the item being found again. Do not stage a before/after that misrepresents the result or use an unrelated person's transformation as your own.



KEY TAKEAWAY

Content earns attention by teaching; the product becomes relevant because it helps.

✓ CHAPTER CHECKPOINT

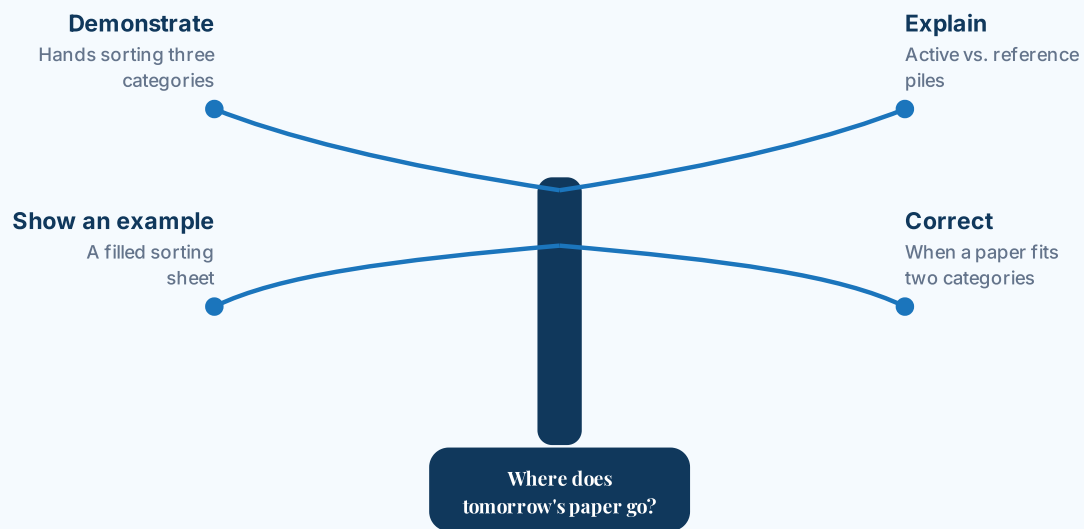
Checkpoint: one content brief and a folder of usable, correctly named clips. Worksheet 12 separates the hook, teaching point, shot list and call to action so you can see whether the post has a purpose.

See the system

One pillar, many lessons

One pillar, many lessons

The trunk is the audience question; every branch is a different way to help.



Teach first. Ask second.

SKETCH YOUR OWN VERSION

Redraw this system with your person, problem and offer in place. Use the lines below, or make your own in the margin.

YOUR TURN · BUILD 12

Show one useful transformation

Choose a question you can answer with a demonstration. Make the task clear even to a viewer who never buys.

1 Question and starting state to show

2 Three useful actions or shots

3 The observable result and optional next step

REMEMBER

Keep the teaching specific enough that the viewer can try something. The content teaches before it asks.

12. Faceless content brief

WORKSHEET 12 OF 24

Choose one question and show the process clearly with assets you can use.

WORKED STARTING POINT

Example: Question: where does tomorrow's form go? Visual: hands sorting into three categories.

1 Audience question and one takeaway

2 Opening, visual proof and claims to verify

3 Shots, narration/text and safe filming setup

4 One matching CTA and finished-post test

5 Files, permissions, music-free version and privacy checks

✓ CHECKPOINT

Checkpoint: The content helps even if the viewer buys nothing.

CHAPTER

BUSINESS BUILD 13 OF 24

13

Write hooks, captions and calls to action

A hook is the opening that helps the right person recognize why the content matters. It is not permission to exaggerate. A Call to Action, or CTA, tells the viewer what to do next. A caption provides context, explanation and a next step where appropriate.

Curiosity is a debt. Always repay it.

✦ WHAT YOU'LL LEARN IN THIS CHAPTER

- ✓ Writing hooks that match what the content delivers
- ✓ Matching the call to action to the viewer's intent
- ✓ Building a caption: recognition, explanation, example, action
- ✓ Using keywords naturally



Start with a real question

Instead of “This secret will change your life,” try “Where does the paper you need tomorrow go?”

Instead of “Nobody tells you this,” identify the missing step: “Before buying storage, separate papers that require an action from papers you only need to reference.” The second version teaches even if the viewer never buys.

Use a hook that matches what the video actually delivers. If the opening promises three examples, show three. If a result depends on a condition, include it rather than hiding it in tiny text. A curiosity gap that never closes trains people not to trust you.

Build the caption

Write a short recognition line, the useful explanation, one concrete example, and a relevant next action.

For Alex: "If everything goes into one pile, finding tomorrow's form takes longer than it needs to. Try an active-paper spot separate from long-term reference. I use three labels in this example: act, keep, reference. Save this for your next reset, or use the free sorting sheet if you want a starting point."

Do not include five competing actions. A teaching post might invite saving or trying the method. A resource post can direct the reader to the signup page. A product demonstration can invite them to inspect sample pages. Choose the action that fits the viewer's current level of interest.

Use keywords naturally

Keywords are the words people use to describe a question or task. Use them where they clarify the topic: spoken explanation, readable on-screen text, headline or caption. Repeating a phrase a fixed number of times is not a universal discovery formula. Hashtags can provide context, but they do not rescue unclear content or guarantee reach.



KEY TAKEAWAY

A hook is a truthful promise — and the content must keep it.

✓ CHAPTER CHECKPOINT

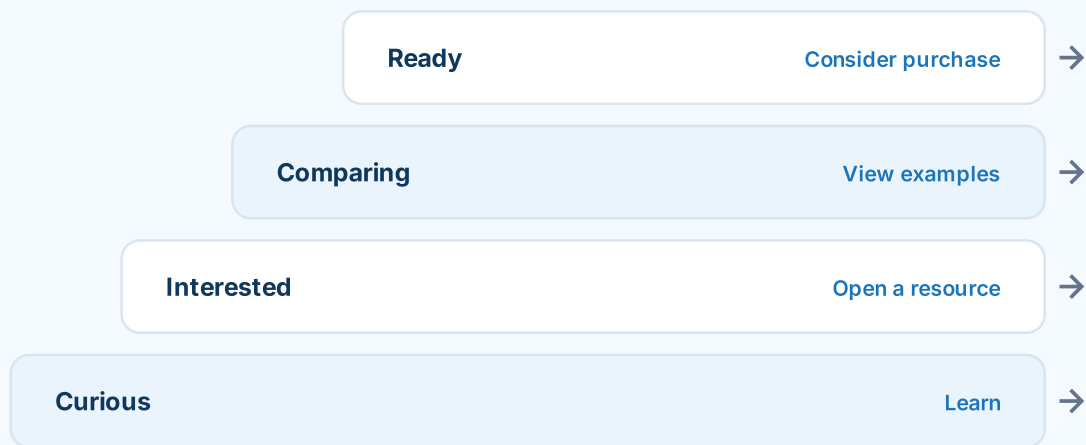
Checkpoint: write three truthful hooks for one lesson, one complete caption and one matching CTA. Worksheet 13 includes a promise-versus-delivery check so you can remove bait-and-switch wording before posting.

See the system

Match the next step to intent

Match the next step to intent

Invite the action that fits the viewer's current level of interest.



Curiosity is a debt. Always repay it.

SKETCH YOUR OWN VERSION

Redraw this system with your person, problem and offer in place. Use the lines below, or make your own in the margin.

YOUR TURN · BUILD 13

Give every line a job

Write one piece of content with a clear opening, useful teaching and one relevant next action.

1

Hook

2

Teaching

3

Caption

4

Call to action

5

Hook: the specific reason to keep watching

6

Caption: context that helps the viewer use the lesson

7

CTA: one relevant action and its destination

REMEMBER

Check that the hook is supported by the actual content and that the promised destination works. The hook, lesson and CTA agree.

13. Hook, caption and CTA

WORKSHEET 13 OF 24

Write three openings, select the one that accurately matches the lesson, then give one next action.

WORKED STARTING POINT

Example: Hook: Where does tomorrow's paper go? CTA: Try the three-category sort.

1 Three truthful hooks

2 What the post must deliver to fulfill each promise

3 Caption: context, explanation and example

4 One CTA and its working destination

5 Words or claims removed for exaggeration

✓ CHECKPOINT

Checkpoint: The opening and the actual lesson make the same promise.

CHAPTER

BUSINESS BUILD 14 OF 24

14

Choose a format and measure the response

Short-form video is one format, not a business model. Choose it when movement, demonstration or a voice explanation helps. A carousel is useful when a reader needs to follow a sequence at their own pace. A Story can provide context or a small update to people already following along. A static post can communicate a focused diagram or example.

One post is not a verdict.

✦ WHAT YOU'LL LEARN IN THIS CHAPTER

- ✓ Matching format to the teaching job
- ✓ Making a short video that survives sound-off viewing
- ✓ Respecting commercial-use music and disclosure rules
- ✓ Reading response data cautiously



Make a short video

Start with the useful action rather than a long logo intro. Remove pauses that do not help comprehension. Add readable captions for speech and check them manually. Keep important text away from interface overlays. Watch the exported file on your phone at normal size, with sound on and off. Is the lesson still understandable?

There is no universal five-to-seven-second requirement. Use the time needed for the task, then inspect retention and feedback. A short loop may suit a visual demonstration; an explanation may need longer.

Current platform upload limits and features vary, so check the app's current publishing tools rather than relying on an old screenshot.

Use Stories and carousels deliberately

A three-part Story can name the problem, show one step, and offer a next action. Avoid posting a dozen near-identical sales slides. For a carousel, make the first slide state the question, each middle slide teach one step, and the last slide summarize or invite practice. Use large text and meaningful examples; do not turn every slide into a teaser with no answer.

Respect commercial-use rules

Music that is available for listening is not necessarily licensed for advertising or client work. TikTok recommends its Commercial Music Library for promotional content. Check the scope, territory and platform of any audio license; permission on one platform does not automatically cover another. Keep proof of permissions. TikTok commercial music Commercial relationships should be clear. TikTok's disclosure setting applies to commercial promotion, including your own business and third-party branded work. Follow platform requirements and applicable disclosure rules; do not assume a platform switch replaces an understandable disclosure in every context. TikTok disclosure

Learn from a small test

Record the question, format, opening, length, date and CTA. Then record the available response: views or reach, watch/retention information, saves, shares, relevant comments, profile visits, link clicks and downstream actions. Metric names differ between platforms and account types. Compare like with like and distinguish a view from a sale.

If viewers leave before the explanation, simplify the opening. If they watch but ask the same confused question, improve the demonstration. If relevant visitors reach the product page but do not buy, inspect the offer and buying path before blaming the algorithm. Small samples are noisy; one post is not a verdict on your business.



KEY TAKEAWAY

Change one meaningful variable at a time and compare like with like.

✓ CHAPTER CHECKPOINT

Checkpoint: one publish-ready content draft and a measurement plan. Worksheet 14 helps you change one meaningful variable at a time without claiming every result has a single cause.

See the system

Every format has a job

Every format has a job

Choose the format that fits the lesson — not the one that looks impressive.

Short video

Show an action

Carousel

Follow a sequence

Story

Give an update

Static post

Share a diagram

One post is not a verdict.

SKETCH YOUR OWN VERSION

Redraw this system with your person, problem and offer in place. Use the lines below, or make your own in the margin.

YOUR TURN · BUILD 14

Measure the response you actually have

Choose a small comparison you can interpret. Write the metric and its denominator before judging the result.

1 Content, audience and comparison period

2 Metric / denominator / result

3 What I can infer and what remains unknown

REMEMBER

Views, clicks and purchases answer different questions. A rate without its denominator is easy to misread. My comparison uses like-for-like evidence.

14. Content experiment record

WORKSHEET 14 OF 24

Compare like with like. Small samples suggest questions; they do not prove universal rules.

WORKED STARTING POINT

Example: Test a clearer opening while keeping the lesson and destination consistent; record both versions.

- 1 Question, format, date, opening, length and CTA

- 2 Available metrics and what each actually measures

- 3 Relevant comments and points of confusion

- 4 One possible explanation plus competing explanations

- 5 Next low-cost test and review date

✓ CHECKPOINT

Checkpoint: I have not treated views as sales or one post as a verdict.

CHAPTER

BUSINESS BUILD 15 OF 24

15

Turn one idea into a useful week

Repurposing means adapting a useful idea to different needs and formats. It is not uploading the same clip everywhere with a different caption and expecting a predictable result.

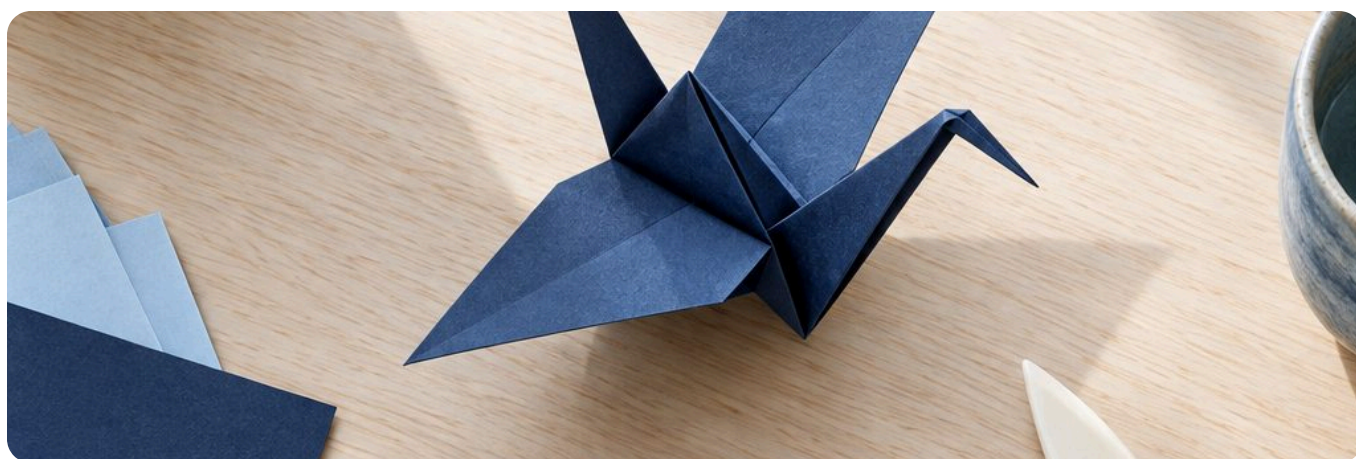
Take the question “How do I find tomorrow's paper?” First, make a short demonstration of separating active items. Next, explain why a reference pile is different from an action pile. Then create a carousel showing the three decisions with a filled example. Write a short email explaining what to do when a paper fits two categories. Finally, answer a real question received from someone who tried it.

Those are five different teaching jobs based on one idea. You do not need to post them on five consecutive days. Place them into your available schedule and leave time to respond. The value comes from helping someone understand, not hitting a fixed posting volume.

One idea, many teachers' hats.

✦ WHAT YOU'LL LEARN IN THIS CHAPTER

- ✓ Repurposing as different teaching jobs, not reposting
- ✓ Giving each format a distinct purpose
- ✓ Keeping a source folder of clean assets
- ✓ Reviewing responses before expanding



Keep a source folder

Save clean video, captions, scripts, permission records and exports by topic. Name clips by what they show, such as active-paper-closeup, rather than a string of random numbers. Keep music-free versions for future edits and client requests. Save the final published link with your measurement notes so you can revisit the actual piece.

Review before expanding

At the end of the week, ask what people understood, what confused them and which action they took. A thoughtful question from the right person may teach you more than a large count of unrelated views.

Collect those questions in your next content brief.

If you have no response, check whether the content reached relevant people and whether the question was clear. Do not respond by buying followers or copying another creator's work. Try a better demonstration, clearer distribution context or a smaller invitation to a willing tester.



KEY TAKEAWAY

One useful idea can fuel a week of distinct, helpful content.

✓ CHAPTER CHECKPOINT

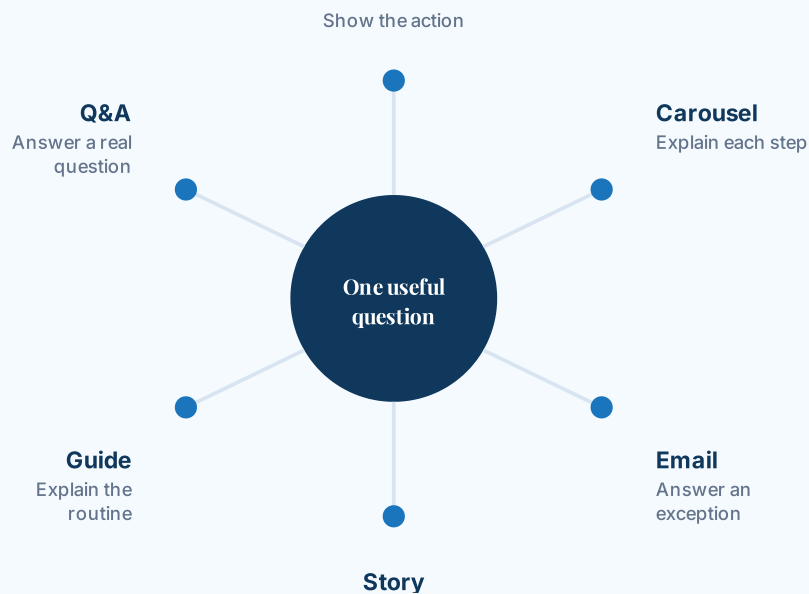
Checkpoint: Worksheet 15 contains one source idea, several distinct teaching angles, your realistic schedule and a review question for each. Keep only the formats you can produce well enough to help.

See the system

One idea, six teaching jobs

One idea, six teaching jobs

Same facts, different jobs. Keep only the formats your schedule supports.



One idea, many teachers' hats.

SKETCH YOUR OWN VERSION

Redraw this system with your person, problem and offer in place. Use the lines below, or make your own in the margin.

YOUR TURN · BUILD 15

Give each format a different teaching job

Start with one useful source idea. Adapt the lesson to each format instead of repeating identical copy.

1 Source question and core explanation

2 What the demonstration will show

3 What the checklist or email will help someone do

REMEMBER

Review actual responses before increasing the number of formats. Every version has a useful purpose.

15. Repurpose one idea

WORKSHEET 15 OF 24

Give each format a different teaching job. Choose only the pieces your schedule supports.

WORKED STARTING POINT

Example: Paper sorting → demonstration, category explanation, filled example, exception email, answer to a real question.

1 Source question and facts that stay consistent

2 Demonstration / explanation / example angles

3 Email or objection-answer angle

4 Available production blocks and reusable assets

5 What I will learn from each piece

✓ CHECKPOINT

Checkpoint: The plan adds useful explanation rather than repeating a sales message.

CHAPTER

BUSINESS BUILD 16 OF 24

16

Use artificial intelligence as an assistant

Artificial intelligence, or AI, can help organize ideas, draft alternatives and notice gaps. It can also invent facts, produce generic advice and make uncertain information sound confident. Your responsibility does not disappear because a tool generated the sentence.

The tool drafts. You decide.

✦ WHAT YOU'LL LEARN IN THIS CHAPTER

- ✓ Giving AI tools useful boundaries and facts
- ✓ A verification loop: draft, inspect, verify, revise, test
- ✓ Keeping private data out of third-party tools
- ✓ Keeping human judgment in the loop



Give the tool useful boundaries

Supply the audience, task, what you already know, what you do not know, and the required output. Ask it to label assumptions and identify questions that need evidence. Do not ask it to fabricate customer testimonials, pretend to have used a product, impersonate a real buyer or invent income results.

For Alex: "I am testing a paper-sorting worksheet for people working in shared home spaces. Here are three anonymous observations from testers. Group the points into unclear instructions, missing examples and unrelated requests. Do not invent additional feedback. Suggest one revision for each supported issue." That is more useful than "Make my product profitable."

Use a verification loop

Draft, inspect, verify, revise, test. Check factual claims against the original source or official provider.

Open links yourself; generated URLs can be wrong. Remove anything that implies personal experience you have not established. Replace vague suggestions with a concrete example, and test the instruction with someone who has not read your notes.

Keep private customer data, passwords, payment information and confidential client briefs out of tools unless you have the right permissions and understand the tool's data controls. Use anonymized summaries and fictional demonstration data where possible. A client may prohibit sending their materials to a third-party AI service.

Keep your own judgment

Ask for alternatives, then explain why you selected one. If every proposed hook sounds like a generic sales account, return to the actual reader question. If a script makes claims the product cannot support, remove them. A faster draft is useful only when the finished work remains accurate and distinctive.

The companion AI Prompt Library provides templates for research planning, offer structure, scripts, captions, emails, repurposing and UGC. Replace the brackets with your facts. Each prompt includes a human check and a useful output so the result can become part of your work rather than another saved conversation.



KEY TAKEAWAY

AI speeds the draft; you still own the accuracy.

✓ CHAPTER CHECKPOINT

Checkpoint: use one prompt to improve a real draft, document what you changed, and identify one thing you verified independently. Worksheet 16 records that review.

See the system

Human judgment in the loop

Human judgment in the loop

Nothing generated reaches a reader without your verification.



The tool drafts. You decide.

SKETCH YOUR OWN VERSION

Redraw this system with your person, problem and offer in place. Use the lines below, or make your own in the margin.

YOUR TURN · BUILD 16

Put human judgment between draft and use

Select one AI-assisted task. Decide what evidence and checks are needed before the output can be used.

1 Task and information I am permitted to supply

2 Claims, steps and examples I need to verify

3 Changes made and approved output location

REMEMBER

Do not supply private customer or client information unless you have permission and an appropriate workflow. I checked the output against evidence.

16. AI review record

WORKSHEET 16 OF 24

Choose one prompt, provide only appropriate data, and verify the result before using it.

WORKED STARTING POINT

Example: AI groups supplied anonymous feedback; Alex checks every theme against the original notes.

1 Task, prompt and facts supplied

2 Private or unsupported material deliberately excluded

3 Output I kept and why

4 Facts, links, examples and calculations checked independently

5 Revisions and actual user test

✓ CHECKPOINT

Checkpoint: The final judgment is mine, and generated claims have been checked.

CHAPTER

BUSINESS BUILD 17 OF 24

17

Keep the business understandable and supportable

Before accepting money, make the responsibilities visible: who sells the product, what is included, how it is delivered, what the buyer may do with it, where to get help, and what happens if something goes wrong.

Every question is a clue.

✦ WHAT YOU'LL LEARN IN THIS CHAPTER

- ✓ Making responsibilities visible before accepting money
- ✓ Using official sources for legal and tax questions
- ✓ A support routine that improves the product
- ✓ Truthful marketing and identifiable emails



Separate learning from professional advice

Business registration, taxes, consumer rights and privacy obligations depend on where you operate and sell. An LLC is not a universal requirement for every beginner, and forming one does not resolve every legal issue. Use official government resources to identify the questions relevant to you, then seek qualified advice where the answer depends on your circumstances. U.S. Small Business Administration For readers outside the United States, use the equivalent official business and tax authorities in your location. Do not copy another seller's terms, refund policy or tax assumptions simply because their storefront looks professional. A "no refunds" sentence does not override mandatory consumer rights.

Create a support routine

Use a monitored contact address. Save a record of the order, product version and reported problem.

Start by helping the customer access what they purchased. If the file is damaged, replace it. If an instruction is unclear, explain it and consider updating the guide. Avoid asking customers to send full card details or unnecessary personal information.

Track repeated questions. Three people getting stuck in the same place is a product-design signal, not proof that they did not read carefully. Add a better example or clearer delivery instruction. Keep version notes so you know which customers may have the older file.

Keep marketing truthful

Use real evidence with appropriate permission and context. Disclose material relationships with brands or affiliate providers. Do not claim that every recommended tool was personally tested unless that is true. A disclosure cannot repair a false claim about the product itself. FTC endorsement guidance Make commercial emails identifiable and maintain the required sender, contact and unsubscribe information. Requirements differ by jurisdiction. Keep consent records where relevant, honor opt-outs, and distinguish order-service messages from marketing. Do not treat a purchase as blanket permission for every future promotion.



KEY TAKEAWAY

Support questions are design signals — answer them, then fix the product.

✓ CHAPTER CHECKPOINT

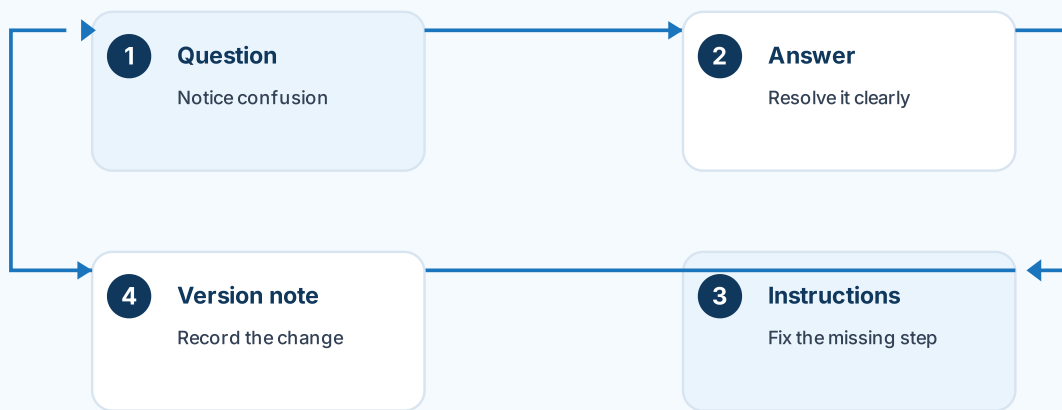
Checkpoint: Worksheet 17 lists the obligations you have checked, the unresolved questions, and the person or official source that can answer each one. It is a record of work to complete, not a substitute for legal advice.

See the system

Support improves the product

Support improves the product

Three people stuck in the same place is a design signal, not a reading problem.



Every question is a clue.

SKETCH YOUR OWN VERSION

Redraw this system with your person, problem and offer in place. Use the lines below, or make your own in the margin.

YOUR TURN · BUILD 17

Make support repeatable

Choose a likely customer question and write a useful response with a clear next step.

1

Issue

2

Response

3

Resolution

4

Product improvement

5

Question and what the customer is trying to do

6

Response, support route and required information

7

Instruction or file that could prevent the issue

REMEMBER

Collect only the information needed to solve the issue and keep the product version clear. My customer can find practical help.

17. Business and support questions

WORKSHEET 17 OF 24

Use official sources and qualified advice for circumstances-specific obligations.

WORKED STARTING POINT

Example: Registration, tax and consumer requirements vary; an LLC is not assumed mandatory.

1 Location/audience and official resources to consult

2 Seller identity, contact, privacy and customer terms

3 Refund, access failure and support response process

4 Data collected, retention and applicable opt-out requirements

5 Unresolved question, responsible person/source and next action

✓ CHECKPOINT

Checkpoint: I have not copied another seller's legal assumptions as universal facts.

CHAPTER

BUSINESS BUILD 18 OF 24

18

Run your first thirty days as an experiment

Thirty days is an organizing period, not a promise of sales. Use it to build a small complete system and gather evidence. If your available time requires six weeks instead, adjust the calendar rather than calling yourself behind.

Experiments over announcements.

✦ WHAT YOU'LL LEARN IN THIS CHAPTER

- ✓ Planning four weeks of observable work
- ✓ Week-by-week priorities for each route
- ✓ Asking what the experiment taught you
- ✓ Choosing: continue, narrow, revise or pause



Week one: choose and investigate

Complete your privacy boundaries, available-time plan and audience/problem brief. Gather observations, talk to willing relevant people and choose a small outcome. End the week with one experiment, not several unrelated business accounts.

Week two: make and test

Digital-product route: draft a complete small resource, add an example and instructions, and have a tester use it. UGC route: choose products you own and make two clearly labeled sample demonstrations. In either case, revise from observed confusion rather than guessing what looks premium.

Week three: connect and prepare

Digital-product route: prepare the offer page, rights, support, checkout and delivery path, then run controlled tests. Do not accept money through an unfinished path. UGC route: build a simple portfolio, define your scope and prepare a relevant pitch with a sample link. Do not promise rights or turnaround you cannot deliver.

Week four: learn from actual use

Share useful content with a relevant audience or send a small number of carefully researched pitches when appropriate. Track the response without treating a small sample as certainty. Record confusion, access issues, questions, costs and time. Decide whether to continue, narrow the offer, improve the demonstration or pause.

Your review question

Ask, “What did this experiment teach me that I did not know before?” A result may be that the problem is real but the format is wrong. It may be that you enjoy UGC production more than selling templates. It may be that your current capacity supports a smaller project. Those are useful findings.

Before adding a paid tool, identify the specific limitation it would solve and whether a simpler workaround is sufficient. Before creating another product, check whether the first one can be understood, purchased and used. Before changing platforms, ask whether the problem is actually in the offer or instruction.



KEY TAKEAWAY

Thirty days organizes evidence — it does not promise sales.

✓ CHAPTER CHECKPOINT

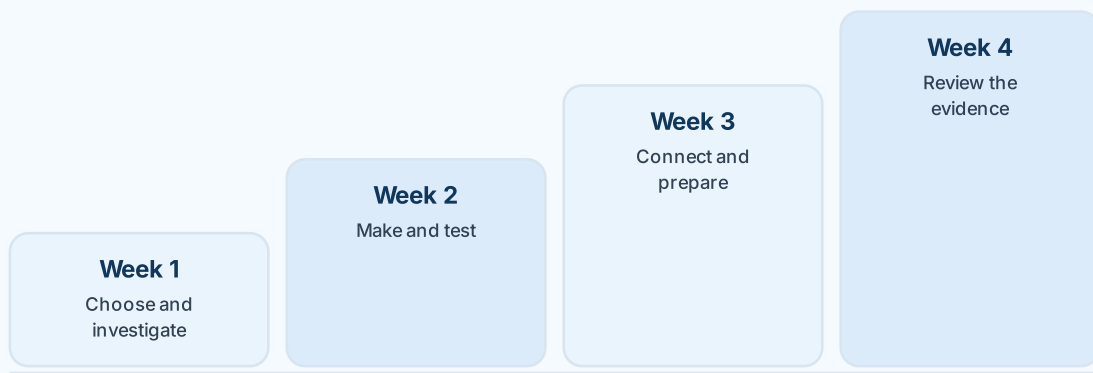
Checkpoint: complete the Thirty-Day Roadmap and review page in the Workbook. Choose one next action and one thing you will stop doing. You do not have to know every future step. You need a clear reason for the next one.

See the system

Thirty days of observable work

Thirty days of observable work

Extend the calendar if your capacity requires it. Activity milestones, not income milestones.



Experiments over announcements.

SKETCH YOUR OWN VERSION

Redraw this system with your person, problem and offer in place. Use the lines below, or make your own in the margin.

YOUR TURN · BUILD 18

Run a learning cycle, not a forecast

Name one observable result for each stage of the thirty-day experiment.

1

Small experiment and scope limit

2

What I will build and how I will test it

3

Review date and evidence that could change the plan

REMEMBER

A thirty-day plan organizes activity. It cannot promise sales, clients or a particular income. My review will use actual results.

18. Thirty-Day Activity Roadmap

WORKSHEET 18 OF 24

Use four activity stages; extend the calendar if needed. No customer or income target is promised.

WORKED STARTING POINT

Example: Week 1 investigate; week 2 make/test; week 3 connect/prepare; week 4 learn/revise.

1 Week 1: route, boundaries, evidence and chosen problem

2 Week 2: prototype/samples, tester and correction

3 Week 3: product path or portfolio/scope and tests

4 Week 4: relevant sharing/outreach, observations and costs

5 Next decision: continue / narrow / revise / pause; one evidence-based reason

✓ CHECKPOINT

Checkpoint: I can name the next action and what I learned from the experiment.

CHAPTER

BUSINESS BUILD 19 OF 24

19

Faceless UGC: a second practical path

You may enjoy making a clear demonstration more than writing a product. That can become a different kind of offer: a brand pays you to create useful marketing content. The buyer is the brand, and the deliverable is the agreed content and its permitted use.

Paid User-Generated Content, or UGC, work is not identical to influencer marketing. A brand may buy a video for its own page or advertising without paying to reach your followers. If it also wants you to post, give access to your audience, or authorize advertising through your account, those are additional parts of the agreement.

Hands, products, honesty.

✦ WHAT YOU'LL LEARN IN THIS CHAPTER

- ✓ How paid UGC differs from influencer marketing
- ✓ What faceless work can show honestly
- ✓ Recognizing briefs that need a visible person
- ✓ Writing a service boundary sentence



What faceless work can show

Hands-only demonstrations can show a kitchen tool doing its actual job. An unboxing can show packaging and setup, without inventing a first reaction. Product closeups can show texture, controls or assembly. A screen recording can explain a software task using safe demonstration data. A point-of-view clip shows an action from the user's perspective. Voiceover can explain why a step matters. Text-led video can work when the action is self-explanatory, with readable text and enough time to follow it.

Other possibilities include pet-product demonstrations, desk accessories, food preparation, home routines, aesthetic B-roll and truthful before/after comparisons. A format is useful only if it fits the brief.

Do not turn a cosmetic demonstration into an unsupported medical claim, a pet clip into veterinary advice, or a software sample into a promise about security or results.

Understand the limits

Some jobs specifically require a visible person, a face-to-camera testimonial, lifestyle modeling, a reaction, or a particular represented experience. Do not pitch a faceless substitute without checking whether it solves the brand's actual need. A brief requiring a genuine first-person testimonial cannot be fulfilled by reading a claim you have never experienced.

Write a short service boundary: "I create hands-only product demonstrations, screen walkthroughs and voiceover content. I do not provide face-to-camera testimonials or content involving children." This helps a client decide whether you fit before either person spends time planning.

Your first deliverable

Start with one product you own and understand. Choose a task the product can genuinely perform.

Write a simple brief, film it, edit it, and label it as a self-directed portfolio sample. You do not need to imply that the brand hired you. The sample demonstrates your ability to communicate, not a commercial relationship.



KEY TAKEAWAY

The brand buys usable content — your boundaries define which briefs fit.

✓ CHAPTER CHECKPOINT

Checkpoint: pick two formats you can execute within your privacy boundaries. Complete the UGC fit worksheet before accepting a brief. The next chapters show how to turn that choice into a portfolio and a defined service.

See the system

Two different things a brand may buy

Two different things a brand may buy

Deliverables and rights should be separated even when a job includes both.

two lanes — keep the receipts separate

UGC

Content the brand can use — no audience required

Influencer access

Reach through your account and followers

Hands, products, honesty.

SKETCH YOUR OWN VERSION

Redraw this system with your person, problem and offer in place. Use the lines below, or make your own in the margin.

YOUR TURN · BUILD 19

Check whether a UGC brief fits

Read a potential brief for its real requirements before deciding that it is suitable for faceless work.

1 What the brand needs shown or demonstrated

2 Face, voice, location and privacy requirements

3 Fit, unresolved questions and my decision

REMEMBER

Faceless work can include hands, voice or demonstrations. Some briefs still require an identifiable presenter. The brief fits my abilities and boundaries.

19. Faceless UGC Fit Check

WORKSHEET 19 OF 24

Check whether the actual brief can be fulfilled within your boundaries before pitching.

WORKED STARTING POINT

Example: Hands-only stand demonstration fits; a face-to-camera personal testimonial does not.

- 1 Product, audience and genuine demonstration task

- 2 Formats I can make and evidence of skill

- 3 Required visible identity, experience or demographic conditions

- 4 Privacy, claims, product safety and asset limits

- 5 Accept / clarify / decline, with reason

✓ CHECKPOINT

Checkpoint: The brand's need and my boundaries are compatible.

CHAPTER

BUSINESS BUILD 20 OF 24

20

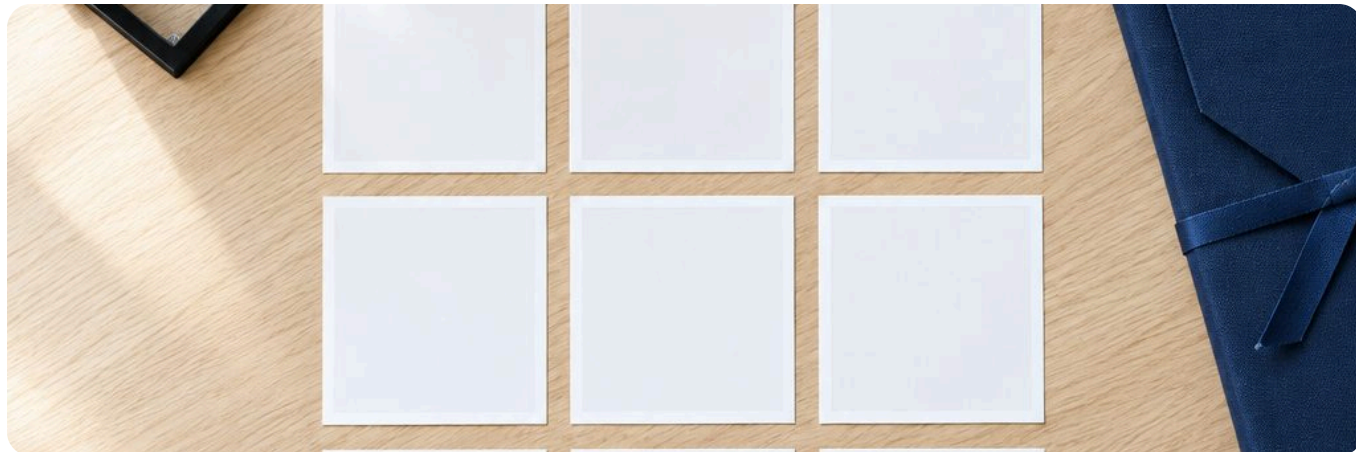
Build a portfolio with products you already own

A starter portfolio should help a brand answer: can this creator show our product clearly, follow a brief and deliver usable work? Four to six thoughtful samples can demonstrate several skills without requiring you to buy products solely for a portfolio.

Honest samples, clearly labeled.

✦ WHAT YOU'LL LEARN IN THIS CHAPTER

- ✓ Planning four to six samples that show different skills
- ✓ Labeling self-directed work honestly
- ✓ Presenting a simple portfolio index
- ✓ Improving from reviewer feedback



Plan the set before filming

Choose a mix: a hands-only physical-product demonstration, a short setup/unboxing sequence, a software screen walkthrough, a voiceover explanation, and a text-led comparison or routine. Add a sixth sample only if it shows a different relevant skill. Six near-identical clips are less useful than four purposeful ones.

Use products and accounts you are entitled to demonstrate. Follow their relevant terms and avoid confidential data. Do not claim the sample is sponsored, approved, clinically proven, or a paid client result. Write “Self-directed sample; not commissioned by the brand” beside each uncommissioned example.

Give each sample a job

A complete sample brief names the audience, problem, one message, deliverable, required shots, claims to avoid, CTA and usage assumptions. For a phone stand: the audience is someone following a recipe on a counter; the problem is a phone lying flat; the message is how the stand holds the screen at a usable angle. You can show that without promising that it fixes posture or fits every device.

Film an opening that identifies the situation, two or three shots that demonstrate the action, and a clear end frame. Record useful natural sound if appropriate.

Keep an organized source folder and a clean export without music. Add captions and inspect them rather than trusting automatic transcription.

Present the work simply

Create a one-page portfolio or PDF index with your service boundaries, a short description of the formats you make, four to six sample links, and a contact address. For each sample, explain the brief, your role and what you produced. Use a cover image that makes the sample's topic clear. Avoid a wall of unsupported performance numbers.

Test each link while signed out. A client should not need permission to enter your personal folder or request access to every clip. Keep download permissions consistent with your intention. Public portfolio permission does not necessarily mean permission for anyone to use the sample in paid advertising; state your intended use clearly and obtain agreement for client use.

Improve from feedback

Ask a willing reviewer to identify the product, takeaway and next action after one viewing. If they cannot, revise the script or sequence. Ask whether the text can be read on a phone and whether the pacing gives enough time to see the action. Their feedback on clarity is more useful than “looks nice.”



KEY TAKEAWAY

A sample shows what you can make — never imply a commission that did not happen.

✓ CHAPTER CHECKPOINT

Checkpoint: four to six labeled samples, a working portfolio index and a contact method. The companion UGC resources include six briefs you can adapt without pretending they are real commissions.

See the system

An honest starter portfolio

An honest starter portfolio

Four to six purposeful samples beat six near-identical clips.

1 Hands-only demo

Physical product

2 Setup / unboxing

Packaging and first steps

3 Screen walkthrough

Software, safe data

4 Voiceover

Explanation

5 Text-led routine

Assembly or process

6 Comparison

A different skill

Honest samples, clearly labeled.

SKETCH YOUR OWN VERSION

Redraw this system with your person, problem and offer in place. Use the lines below, or make your own in the margin.

YOUR TURN · BUILD 20

Make a sample demonstrate a skill

Plan a sample with a product you already own. Label it honestly and give it a defined purpose.

- 1 Product owned

- 2 Task shown

- 3 Clear sample label

- 4 Usable export

- 5 Product and task the sample will show

- 6 Skill demonstrated and shots required

- 7 Sample label, rights check and export test

REMEMBER

A practice sample should not imply a client relationship or a paid result that did not happen. My portfolio labels and examples are accurate.

20. Starter Portfolio Plan

WORKSHEET 20 OF 24

Plan four to six samples that show different skills using products/accounts you may demonstrate.

WORKED STARTING POINT

Example: Hands-only physical product; setup; software screen; voiceover; text-led assembly; optional different category.

1 Samples 1-2: brief, format and product

2 Samples 3-4: distinct skills demonstrated

3 Optional samples 5-6 and why they add value

4 Self-directed labels, role, contact and portfolio permissions

5 Signed-out links, phone readability and reviewer feedback

✓ CHECKPOINT

Checkpoint: No sample implies a brand commission or results that did not happen.

CHAPTER

BUSINESS BUILD 21 OF 24

21

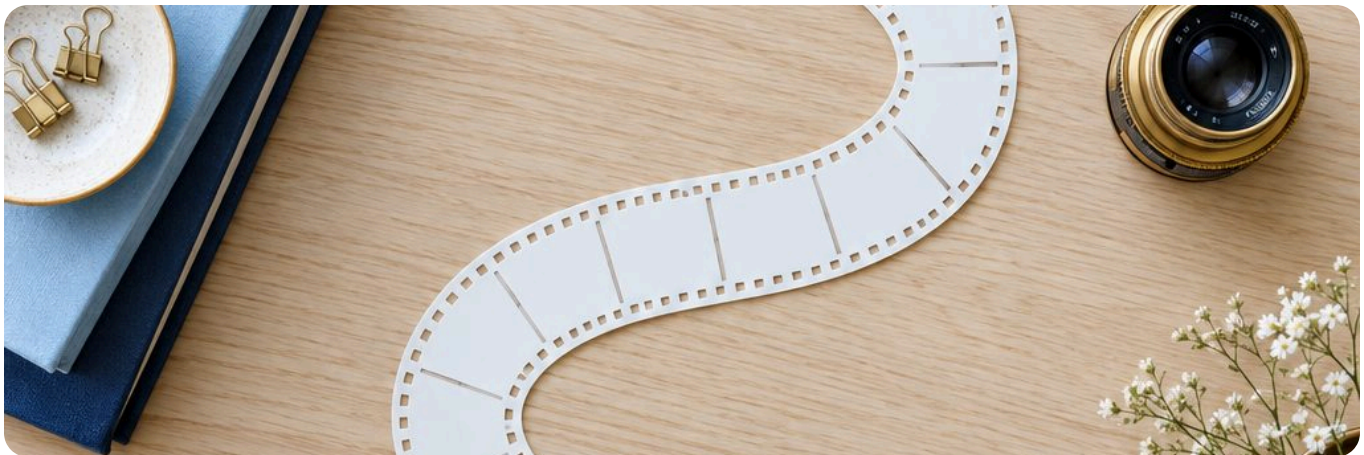
From brief to shot list to finished video

A brief is the agreement about what the content should accomplish. Before recording, turn vague language such as “make it engaging” into observable requirements: audience, message, length range, aspect ratio, shots, spoken wording, disclosures, file type and delivery date.

Plan the proof before you press record.

✦ WHAT YOU'LL LEARN IN THIS CHAPTER

- ✓ Turning vague briefs into observable requirements
- ✓ Separating mandatory facts from creative ideas
- ✓ Building a shot list with reasons
- ✓ Editing and delivering against the brief



Ask what is mandatory

Separate required product facts from optional creative ideas. Ask the brand to supply approved claims and evidence for claims that need substantiation. Do not invent a benefit to make the script more persuasive. If a product has not arrived or you have not used it, write a demonstration script rather than a fictional personal testimonial.

Confirm whether the brand wants one finished video, alternate hooks, captions, a clean version, raw footage, still images or posting to your account. "One video" can hide several deliverables. Agree on what counts as a revision versus a new concept before filming.

Build a shot list

For the phone stand example, write: wide shot of the counter; closeup unfolding the stand; phone placed securely; side view showing the angle; hand following the recipe; final product frame. Beside each shot, note the narration or on-screen text and the reason it is included. Remove shots that add visual noise without helping the message.

Record in a quiet space with steady light. Clean the lens, stabilize the phone safely, and keep the product in focus. Do not balance equipment where it could fall or film unsafe product use. Record a little before and after each action to give yourself editing room.

Repeat a key action if it was obscured by your hand.

Edit for understanding

Arrange the shots in the order the viewer needs. Trim dead time, but leave enough time to understand the step. Use simple transitions, consistent captions and music only when rights permit it. Check the result with sound off. Then listen without looking: does the voiceover make accurate sense on its own?

Export the agreed format and watch the actual exported file, not only the editor preview. Look for misspellings, clipped text, abrupt audio, hidden product details and accidental personal information.

Use filenames such as Brand_Product_Concept01_Review_v1.mp4. Keep revisions clearly labeled so the client does not accidentally use an outdated file.

Deliver against the brief

Send a concise delivery note listing files, versions, what is included, and the agreed next step. If approval is required before final licensing or payment, follow the agreement. Do not add unrequested services without clarifying their scope. Retain necessary records and source files according to your policy and client commitments.



KEY TAKEAWAY

The brief is the agreement — every shot and file answers to it.

✓ CHAPTER CHECKPOINT

Checkpoint: one finished sample that matches its brief, plus a quality-control record. Worksheet 21 lets you check claims, privacy, captions, audio rights and technical delivery before sending.

See the system

From brief to finished video

From brief to finished video

Watch the exported file, not the editor preview.

the brief is the source of truth



watch the exported file — not the editor preview

Plan the proof before you press record.

SKETCH YOUR OWN VERSION

Redraw this system with your person, problem and offer in place. Use the lines below, or make your own in the margin.

YOUR TURN · BUILD 21

Turn the brief into a shot sequence

Translate one approved task into three filmable moments. Plan a stable setup and make the key action visible.

1 Opening shot: what must the viewer understand?

2 Demonstration: what action must be visible?

3 Result shot and delivery checks

REMEMBER

Check focus, sound, frame edges and private details before exporting the final file. The finished sequence answers the brief.

21. Production and Delivery Quality

WORKSHEET 21 OF 24

Use the approved brief as the source of truth for each shot and file.

WORKED STARTING POINT

Example: Stand sample: unfold → place phone → show angle → demonstrate use → final view.

1 Required message, shots and supported claims

2 Script, captions and music/asset permission

3 Privacy, safety, focus, sound and readability checks

4 Client feedback method and next approval step

5 Export names, versions, formats and actual playback test

✓ CHECKPOINT

Checkpoint: The delivered file matches the agreed scope and has been watched after export.

CHAPTER

BUSINESS BUILD 22 OF 24

22

Find opportunities that fit your work

Begin with brands whose products match the samples you can make. A targeted list is more useful than a large scraped email database. You are looking for a plausible content need and a responsible way to contact the company.

Specific beats loud.

✦ WHAT YOU'LL LEARN IN THIS CHAPTER

- ✓ Researching brands for a real content need
- ✓ Writing a specific, honest pitch
- ✓ Using creator marketplaces with eyes open
- ✓ Following up respectfully and tracking outreach



Research the brand

Read its website, product information and public content. Identify a specific task or question you could demonstrate. Record a relevant contact method from an official source and the date you checked it. Do not guess private email addresses, misrepresent a relationship, or send mass messages to unrelated employees.

A suitable observation might be: “Your product page explains the adjustable positions, but I did not find a short hands-only setup demonstration.” That is a bounded observation. “Your marketing is terrible” is neither necessary nor a reliable foundation for a working relationship.

Use platforms with your eyes open

Creator marketplaces can help connect brands and creators, but eligibility, geography, payment, acceptance, intellectual-property terms and content requirements vary. Some assignments require faces or particular experiences. Some platforms require broad rights or ownership transfers rather than a limited license. Read the current creator terms before applying or accepting a job.

Billo is one example to investigate, not a promise of available work. Its current creator terms address rights and obligations that may differ substantially from a custom direct-client agreement. Do not assume you can sell the same limited-use package on every platform. Billo creator terms

Send a specific pitch

Introduce the relevant service, name a concrete idea, link one or two matching samples, and ask whether the brand is considering that kind of content. Do not attach large unsolicited video files. Do not promise sales, reach or conversion improvements that you cannot substantiate.

Example: "I create hands-only product demonstrations. I noticed your compact stand has several setup positions; I could show the unfolding and phone placement in a short kitchen-counter sequence. Here are two self-directed samples of my work. Are you currently commissioning this type of content? If so, I can send a brief and scope for review."

Follow up respectfully

If appropriate, send one short follow-up after a reasonable interval, such as about a week, taking the context into account. Add a useful detail rather than guilt. If the company declines or asks not to be contacted, record that and stop. Follow the applicable rules for commercial outreach in the locations involved.

Track contact, date, concept, response, next step and any opt-out. Do not treat silence as a commitment. Check the authenticity of incoming offers; verify the company's domain and contact, and be cautious about requests for credentials, unnecessary purchases or unusual payment handling.



KEY TAKEAWAY

One researched, relevant pitch beats a hundred scraped emails.

✓ CHAPTER CHECKPOINT

Checkpoint: a small researched opportunity list, a relevant pitch and one follow-up draft. The companion templates are editable examples, not messages sent on your behalf.

See the system

Make the inquiry relevant

Make the inquiry relevant

Verify the recipient, respect a decline, and never mass-send.



Specific beats loud.

SKETCH YOUR OWN VERSION

Redraw this system with your person, problem and offer in place. Use the lines below, or make your own in the margin.

YOUR TURN · BUILD 22

Research one relevant opportunity

Connect a real product task to a sample that demonstrates the needed skill.

1 Fit

2 Specific idea

3 Relevant sample

4 One question

5 Brand, product and specific reason for fit

6 A content idea and relevant sample link

7 Short inquiry and follow-up record

REMEMBER

Relevance is more useful than an exaggerated pitch or an unsupported performance promise. My inquiry is specific and supportable.

22. Outreach and Project Record

WORKSHEET 22 OF 24

Keep a small researched list and respect declines and opt-outs.

WORKED STARTING POINT

Example: Official contact → specific concept → relevant sample → one appropriate follow-up → recorded response.

1 Brand, official contact source/date and relevant need

2 Concept, portfolio sample and date contacted

3 Response, follow-up or opt-out

4 Agreed brief, revision, delivery and payment records

5 Actual time/costs and lesson for next quote

✓ CHECKPOINT

Checkpoint: My records support professional service without fabricated relationships.

CHAPTER

BUSINESS BUILD 23 OF 24

23

Understand usage rights before quoting

Creating a video and granting permission to use it are related but different parts of a job. Usage rights describe how, where and for how long someone may use the work. Ownership transfer can be broader than a limited license. The agreement, not the label "UGC," determines what happens.

Rights are written, never assumed.

✦ WHAT YOU'LL LEARN IN THIS CHAPTER

- ✓ Organic use versus paid-ad use
- ✓ Separating ownership from license
- ✓ The questions that define any usage grant
- ✓ Watching for exclusivity and raw-footage traps



Name the use

Organic use means distribution without buying advertising placement, such as posting on a brand's own social page. Paid-ad use means the content can be used in advertising. A license can specify platforms, territories, duration, edits, sublicensing, and whether the brand may reuse raw footage.

Terms such as "digital use" or "full rights" can be too vague to evaluate.

Advertising through a creator's account or handle is another issue. Platform features sometimes called partnership ads or Spark Ads involve particular permissions. Do not share your password as a substitute for the platform's authorization process. Clarify the account, content, duration and permitted use, and follow current official platform controls.

Separate the questions

Who owns the finished work? What use is licensed? When does the right begin? How long does it last?

Can the brand edit the work, use it in a different product claim, create derivatives, or train or generate synthetic media from it? May you show it in your portfolio? What happens when the license ends? These questions deserve specific written answers.

For illustration, a proposal could describe one finished vertical demonstration for the brand's named organic social channels for a defined period, excluding paid ads, raw footage and exclusivity. That is an example of a bounded scope, not a universal contract or a recommended legal clause for every jurisdiction. A client may request different terms; price and accept them deliberately.

Watch for exclusivity

Exclusivity limits other work you can accept. Define the product category, named competitors if applicable, duration and territory. A vague promise never to work with "similar brands" can restrict far more than intended. Consider the opportunity cost before agreeing.

Raw footage can let a client make many additional versions. Alternate hooks, stills and editable project files also have value and privacy/rights implications. Decide whether they are included. Do not silently deliver files containing licensed elements the client cannot legally reuse independently.



KEY TAKEAWAY

The agreement, not the label, decides what the client may do with the work.

✓ CHAPTER CHECKPOINT

Checkpoint: complete the usage-scope worksheet before providing a final quote. If you do not understand a requested legal term, obtain clarification or qualified advice rather than relying on a generic template. The goal is an understandable agreement, not intimidating language.

See the system

Clarify each kind of permission

Clarify each kind of permission

Vague terms like 'full rights' are too broad to evaluate. Write each one down.

**Organic use**

Normal brand posts

**Paid ads**

Advertising use

**Raw footage**

Source files

**Exclusivity**

Limits on other work

**Portfolio**

May you show it

**Term + territory**

How long, where

Rights are written, never assumed.

SKETCH YOUR OWN VERSION

Redraw this system with your person, problem and offer in place. Use the lines below, or make your own in the margin.

YOUR TURN · BUILD 23

Keep creation and usage separate

List the content to be created and the permissions being requested as separate decisions.

1

Deliverables and intended placements

2

Usage duration, territory and other limits

3

Ads, raw footage, exclusivity and open questions

REMEMBER

Ask for unclear rights in writing before you quote or agree to the work. The requested permissions are understood.

23. Usage-Rights Questions

WORKSHEET 23 OF 24

Clarify each permission in writing. This worksheet is not a contract or legal opinion.

WORKED STARTING POINT

Example: One defined organic-use license is different from perpetual paid-ad use plus raw footage.

1 Ownership versus license; start event and duration

2 Channels, paid/organic use, territory and third parties

3 Edits, raw footage, derivatives and AI/synthetic use

4 Exclusivity scope, portfolio permission and account-based ads

5 Unknown terms to clarify before accepting

✓ CHECKPOINT

Checkpoint: I understand what the client can do with the work.

CHAPTER

BUSINESS BUILD 24 OF 24

24

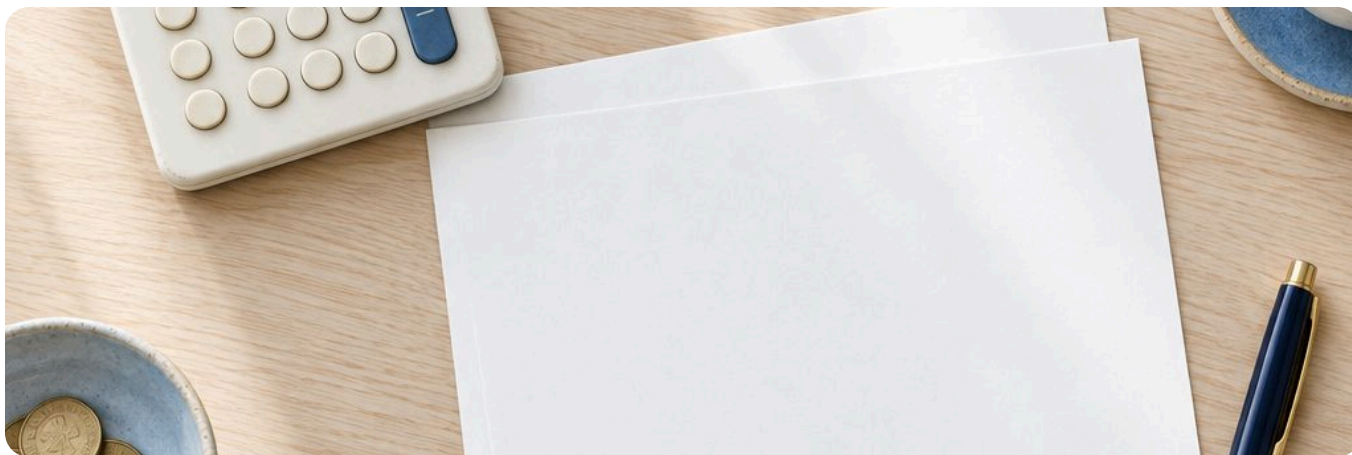
Quote the work, manage revisions and get paid

There is no universal UGC rate. A quote should reflect the work, the deliverables, the rights, the deadline and your situation. Someone else's advertised package is not proof of what you will earn.

Scope first. Price second.

✦ WHAT YOU'LL LEARN IN THIS CHAPTER

- ✓ Estimating the whole job, not just the video length
- ✓ Defining revisions versus new work
- ✓ Putting payment and delivery in writing
- ✓ Building repeatability from actual records



Estimate the job

List research, planning, scripting, filming, editing, communication, revisions, delivery and administration. Estimate time realistically, including setup and file management. Add direct costs you actually expect. Then consider the licensed use, exclusivity, raw footage, alternate hooks and urgency.

Use these factors to build a proposal rather than charging only for the seconds in the finished video.

The pricing worksheet separates your internal estimate from the client-facing scope. You do not need to disclose every internal calculation, but you do need to clearly state the deliverables and conditions. If the budget does not fit, reduce scope or decline; do not hide missing work in an ambiguous promise.

Define revisions

A revision corrects or adjusts work within the agreed concept. A new product, changed script after approval, new location, or new concept may require additional work. Agree on the number of review rounds, who consolidates feedback, what is included and how extra work is approved.

Ask the client to collect feedback in one place. Respond with a short change list and the next delivery date. If a requested edit introduces a misleading claim, explain the issue and propose accurate wording.

Being easy to work with does not mean delivering a claim you know is false.

Put payment and delivery in writing

Specify the parties, scope, deadlines, fees, payment timing, cancellation, late changes, approval process and rights. Use the platform's rules for marketplace work. For direct work, choose a payment method and agreement appropriate to your location and business. Do not assume that every client uses the same deposit or payment schedule.

Keep invoices and acceptance records. Confirm whether rights transfer or licensing begins at a specified event, such as payment, if that is part of the agreement. Avoid giving financial or legal guarantees in a generic template. Resolve unfamiliar terms before you start, not after the content has been used.

Build repeatability

After delivery, record the actual time, revisions, costs and questions. Improve your next brief and quote using that evidence. A completed project may lead to another conversation, but do not imply guaranteed repeat work. Your aim is a clear, reliable service that both parties understand.



KEY TAKEAWAY

Quote a defined scope: deliverables, revisions, rights and payment, in writing.

✓ CHAPTER CHECKPOINT

Checkpoint: a scope document, internal estimate, delivery checklist and a process for recording approval/payment. Use Worksheets 22–24 and the UGC templates. This is a service system you can apply to many suitable products, independent of any licensed-product or resale-rights business model.

See the system

Quote the defined scope

Quote the defined scope

Each layer is a separate decision the client can review without guessing.

Creation	Actual production
Revisions	Included changes
Rights	Usage permission
Raw files	Extra deliverables
Rush	A shorter timeline
Exclusivity	Work you must decline

each layer is a separate decision

Scope first. Price second.

SKETCH YOUR OWN VERSION

Redraw this system with your person, problem and offer in place. Use the lines below, or make your own in the margin.

YOUR TURN · BUILD 24

Make the scope easy to review

Write a scope another person can review without guessing what is included.

- 1 Files, versions, deadline and included work

- 2 Included review rounds and new-work boundary

- 3 Payment terms, access method and delivery note

REMEMBER

Separate an agreed revision from a new deliverable or an additional permission request. The work and its boundaries are in writing.

24. Scope and Quote Factors

WORKSHEET 24 OF 24

Estimate effort and rights separately, then write a clear proposed scope.

WORKED STARTING POINT

Example: Research, script, filming, editing and one consolidated review are separate from additional hooks or ad rights.

1 Deliverables, formats, hooks, stills and deadline

2 Estimated hours and direct costs

3 Usage/exclusivity/raw-footage factors

4 Included revisions versus new work

5 Proposed fee, payment terms and clarification questions

✓ CHECKPOINT

Checkpoint: The quote describes a job, not a universal UGC rate.

Choose tools by function

This reference was researched in September 2026. Features, pricing, eligibility and interfaces change. Treat the provider's current documentation and your actual account as the final check.

A free/low-cost starting stack For learning and prototypes: an existing phone, a writing tool, a folder for files, a simple spreadsheet and willing testers can be enough. For selling: you need supported payment and delivery functions, required customer information and policies, and an actual test. Optional upgrades should solve an observed limitation rather than create the feeling that you are finally “official.”

Systeme.io: consider for connected pages, a digital offer and email delivery. Start by documenting the offer, then follow the official ebook workflow and test the purchase event. A free lead signup is a different trigger. Confirm current account limits and payment availability. Official reference: Sell an ebook.

Systeme.io

Connected pages, a digital offer and email delivery. Check the current plan limits, fees and the exact delivery function before choosing.

Beacons

A digital-product storefront with file products. Check the current plan limits, fees and the exact delivery function before choosing.

Stan

Storefront tools with capabilities varying by plan. Check the current plan limits, fees and the exact delivery function before choosing.

Flodesk

Checkout and email workflows. Check the current plan limits, fees and the exact delivery function before choosing.

Canva

Document and visual layout, with license conditions. Check the current plan limits, fees and the exact delivery function before choosing.



CHOOSE BY FUNCTION, THEN TEST

Optional upgrades should solve an observed limitation — not the feeling of finally being official.

A durable analytics routine

A durable analytics routine On the platform you use, find the account's analytics/insights area or the individual post's performance view. Record the date range and the definition of each available metric. Views, reach, average watch time, clicks and completed purchases measure different things. If a metric is unavailable, record that; do not invent it.

On TikTok, its official creator-tools guidance describes TikTok Studio and individual-post insights. Its Creator Search Insights can help investigate topics people search for where available. A suggested topic is a research lead, not proof of demand for your particular offer. References: TikTok creator tools and Creator Search Insights.

For Instagram, review the current in-app professional/insights tools available to your account and check the Help Center when menu names differ. The automated research reader could not retrieve the official ranking/insights pages during this edition's preparation. For that reason, this guide does not present a fixed current ranking formula, exact posting quota or screenshot-based Instagram tutorial.

Your tool decision test

Write the function you need, the tool you already have, the limitation you observed, the proposed alternative, all known costs and an exit plan. Test the function before moving your whole business. If the limitation is that your offer is unclear, a more expensive subscription is unlikely to be the first correction.

Plain-language glossary

Every term below connects a word to the action it describes. When a term matters to a decision, read the precise definition before relying on it.

Audience — the people whose task or problem your work addresses.

Niche — a focused area of work that makes that audience and problem easier to recognize.

Offer — what someone receives, under what conditions and at what price.

Lead magnet — a useful free resource offered with a clear permission-based follow-up relationship.

Landing page — a page focused on one next action.

Funnel — connected steps from first interest to a decision or action.

Checkout — where the buyer submits payment and required purchase information.

Delivery — how the buyer obtains the actual files or access.

Automation — a rule triggered by a defined event.

Tag or segment — a way a platform groups records, often for a relevant rule or message.

Analytics — measurements used to understand what happened; they do not automatically explain why.

Conversion rate — completed intended actions divided by the relevant opportunities, with the denominator clearly defined.

CTA, Call to Action — the next action you invite.

SEO, Search Engine Optimization — making content understandable and discoverable in search, without a ranking guarantee.

Hook — the opening that identifies why the content matters.

B-roll — supplemental footage that supports the explanation.

Carousel — a sequence of slides a reader advances through.

Retention — how long or how consistently viewers keep watching, according to the platform's metric definition.

UGC, User-Generated Content — content created by users/creators; paid UGC work can involve a brand commissioning usable marketing material.

Organic use — distribution without paid advertising placement.

Paid use — use in advertisements.

Usage license — defined permission to use work.

Assignment — transfer of ownership rights as specified in the agreement.

Exclusivity — a restriction on other work or uses, which needs a defined scope.

MRR, Master Resell Rights — a resale-rights category whose actual permissions depend on its license.

Gross revenue — total sales before relevant deductions.

Profit — what remains after the expenses recognized for the calculation; it is not the same as the price multiplied by sales.

IMPLEMENTATION RESOURCES

Choose the matching next action

Use these with the Playbook and Workbook. All sample businesses, briefs, scripts and numbers are hypothetical teaching material. Adapt the facts before using a template.

Stage	Digital-product path	Faceless UGC path
Understand	Observe one task and its difficulty.	Identify a product task you can demonstrate.
Make	Build and test a small useful resource.	Film an honest self-directed sample.
Explain	Show the contents, limits, price and rights.	Share a relevant sample and clarify the brief.
Agree	Configure the correct offer and checkout.	Record scope, usage, revisions and payment terms.
Deliver	Test payment, file access and the access email.	Check the final files against the agreed brief.
Improve	Record questions, costs and delivery failures.	Record feedback, actual time and scope changes.

REMEMBER

Use one column as your primary experiment. Payment timing for client work follows the agreement; do not assume it always comes after delivery.

Six faceless portfolio briefs

Adaptable briefs for self-directed samples. Label each honestly: "Self-directed demonstration; not commissioned by the brand."

Brief 1 — phone stand, hands-only demonstration

Audience: someone following a recipe while keeping their phone off a crowded counter. Message: show how this particular stand unfolds and holds the device. Deliverable: one vertical demonstration, approximately 20–35 seconds as a planning example, with captions and a clean version. Adjust length to the actual explanation.

Opening: "If your recipe keeps disappearing under the ingredients, give the phone a place of its own."

Shots: cluttered counter with fictional recipe; unfold stand; place the phone; side angle; tap the next recipe step; clear final product view. Voiceover: "Unfold the base, choose a supported angle, and check that your phone sits securely. Now the recipe stays visible while you work." CTA: "Check the dimensions against your device before choosing a stand."

Avoid: universal device-fit claims, posture or pain claims, unsafe positioning near heat/water, visible personal notifications. Sample label: "Self-directed demonstration; not commissioned by the brand."

Review: can a viewer see the setup action without your face?

Brief 2 — kitchen container, setup and product closeups

Audience: a person trying to identify pantry ingredients. Message: demonstrate this container's actual lid and label area. Deliverable: a short hands-only sequence and two still frames. Shots: empty clean container; open/close lid; add a suitable dry ingredient; write label; place beside another container; readable final label.

Opening: "The useful part of a pantry container is being able to find what's inside." Voiceover: "Here is the lid, the opening and the space for a label. I am showing one container with one dry ingredient so you can see the scale." CTA: "Compare the capacity with what you plan to store."

Avoid: unsupported freshness duration, leakproof or dishwasher-safe claims unless established for the exact product; food-safety advice beyond appropriate manufacturer instructions; hiding product limitations. Test: label readable at phone size and no misleading before/after. If you do not know whether a part is food-safe, do not demonstrate food use.

Brief 3 — software, safe screen walkthrough

Audience: a beginner who needs to organize a small list of tasks. Message: demonstrate creating a list and marking an item complete in software you can legitimately access. Deliverable: screen capture, optional voiceover and captions. Use an empty demonstration account with invented task names.

Opening: "Here is the difference between saving a task and deciding when you will do it." Shots: create list; add three sample tasks; add a date only if the software supports it; complete one task; show remaining work. Script: "I am using sample tasks. First I create a list, then add the action as a verb: draft the worksheet. I choose a date that fits my calendar and check the item off when it is actually finished."

CTA: "Try it with one task before importing your whole project."

Avoid: employer systems, customer information, subscription claims you have not checked, implying the brand hired you, and recording passwords. Test: cursor visible, pace slow enough to follow, sensitive tabs closed.

Briefs, continued

Brief 4 — pet accessory, truthful routine

Audience: an owner comparing a non-medical pet accessory, such as a storage pouch or leash holder.

Message: demonstrate the accessory's size and use without promising an animal's behavior.

Deliverable: point-of-view setup with product closeups; an animal is optional and must be comfortable and safe.

Opening: "Before buying another walk organizer, check what actually fits." Shots: empty pouch; add ordinary permitted items; close it; show how it attaches; remove the item you need. Voiceover: "This is what fits in the pouch I am demonstrating. Check the measurements for your own supplies." CTA: "Compare the dimensions with what you carry."

Avoid: claims about calming, training, safety certification or veterinary outcomes; stressful staging; unsafe restraints; implying every pet reacts the same way. Test: the product, not the pet's reaction, carries the explanation.

Brief 5 — notebook, voiceover and desk routine

Audience: someone moving work between rooms. Message: demonstrate a simple page layout for today's tasks, pending questions and the next work session. Deliverable: 30-45 second illustrative voiceover demonstration and a music-free export.

Opening: "When you have to pack work away, leave yourself a useful starting point." Shots: blank page; write three labeled areas; fill them with fictional tasks; close notebook; reopen to the page. Script: "Before I stop, I write what I finished, what is waiting, and the next action. This is a sample layout you can use in a notebook you already own." CTA: "Try the three headings at the end of your next work block."

Avoid: guaranteed productivity claims or suggesting a new notebook is necessary. Test: handwriting readable, explanation useful even if the viewer buys nothing.

Brief 6 — assembly, text-led sequence

Audience: someone evaluating a simple desk accessory with an assembly step. Message: show the actual pieces and the correct assembly sequence from the manufacturer's instructions. Deliverable: text-led vertical sequence plus a final still. Choose an item you can assemble safely. Opening text: "What arrives, and how it goes together." Shots: components laid out; required connection; secured result; scale comparison with an ordinary object. Captions: "Check the included instructions"; "Match these parts"; "Confirm it is secure"; "Here is the finished size." CTA: "Review the dimensions and included parts before ordering."

Avoid: hiding tools or difficult steps, inaccurate time-to-assemble claims, unsafe shortcuts, and using a before/after to imply a benefit that was not shown. Test: can a beginner name the pieces and the important connection after watching?

Outreach and delivery templates

Editable examples, not messages sent on your behalf. Verify the recipient, relevance and portfolio permissions before sending. Stop if asked; do not chase a declined inquiry.

Initial inquiry

Subject: Hands-only demonstration idea for [specific product] Hello [name/team], I create [accurate formats, such as hands-only product demonstrations and voiceover walkthroughs]. I noticed [specific, verifiable observation about the product or current content].

One idea is [brief concept tied to a genuine product task]. Here are [one or two relevant portfolio links], labeled with the work I created and whether each was self-directed.

Are you currently commissioning this type of content? If it fits your plans, I can send a proposed brief, deliverables and usage scope for review.

[Name / business contact] Before sending: check the recipient, relevance, portfolio permissions and applicable commercial-outreach rules. Do not use scraped bulk lists or invented familiarity.

One respectful follow-up

Subject: Re: Hands-only demonstration idea for [product] Hello [name/team], Following up once on the demonstration idea below. The concept would focus on [specific action], using [format] so viewers can see [accurate takeaway].

If this is not relevant to your current plans, no problem. If someone else handles creator briefs, I would appreciate the appropriate public contact or submission process.

Thank you, [Name] Stop if asked; do not continue chasing a declined inquiry. Silence is not permission to send repeated messages.

How to use these templates

Replace every bracketed field with a verifiable fact before sending. One product, one observation, one relevant sample — nothing copied wholesale. If a brand asks you to stop, stop.

Outreach and delivery templates

Editable examples, not messages sent on your behalf. Verify the recipient, relevance and portfolio permissions before sending. Stop if asked; do not chase a declined inquiry.

Brief clarification

Before I quote, could you confirm the product, audience, required message, deliverable count, aspect ratio, length range, deadline and review process? Please also specify organic versus paid use, channels, territories, duration, any exclusivity, raw footage/project-file requirements, and whether posting or account-based ad authorization is requested.

I will use only accurate, supported claims and material I am allowed to include. Please send any mandatory claims and supporting product information. Once these points are clear, I can provide a defined scope.

Delivery note

Subject: [Product / concept] - files for [review or final delivery] Hello [name], Here are the agreed files: [descriptive file list and secure access destination]. This is version [number/date]. Included: [exact deliverables]. Not included: [only exclusions already relevant to the agreed scope].

Please send consolidated feedback through [agreed method] by [agreed date]. The next step is [review, final approval or other agreed action]. Usage and payment follow our agreement dated [date].

Thank you, [Name]

UGC scope and quote worksheet

A planning aid, not a universal contract. Estimate effort and rights separately, then write a clear proposed scope.

- 1 Client, contact, product, concept and planned audience

- 2 Videos, alternate hooks, stills, versions, formats and delivery dates

- 3 Hours for research, briefing, script, filming, editing, revisions, administration

- 4 Rights: ownership or license; organic/paid use; platforms; territory; duration

- 5 Edits, raw footage, exclusivity, portfolio permission, AI/synthetic use

- 6 Revision rounds, acceptance, cancellation, payment timing, delivery conditions

AI prompt library

Every prompt is a starting structure. Replace bracketed fields, remove private information and check the result. The human review is part of the workflow, not an optional extra.

PROMPT 1 · FIND RESEARCH QUESTIONS

"I can credibly help with [skills/tasks]. I am considering [audience and situation]. Generate ten questions I should investigate before creating a product. Separate questions about the problem, current alternatives, willingness to act and delivery constraints. Do not invent demand, search volume, customer quotes or profitability. Return a research plan with a place to record evidence."

Human check: choose questions you can actually investigate.

Output: evidence-gathering plan, not a niche verdict.

PROMPT 2 · ORGANIZE OBSERVATIONS

"Here are anonymous observations I collected: [notes]. Group only these observations into recurring problems, attempted solutions and unresolved questions. Label interpretations as interpretations. Quote no person by name. Suggest three follow-up questions that do not lead the respondent toward my product."

Human check: every theme must point back to a supplied observation.

Output: problem brief.

PROMPT 3 · NARROW AN OFFER

"My audience is [person/situation]. Their specific task is [task]. My evidence is [evidence]. Propose three small digital resources that help with that task. For each, state the outcome, prerequisites, contents, limits and a test a beginner could perform. Do not make earnings, health, legal or other unsupported claims."

Human check: can you teach the process responsibly?

Output: three bounded concepts to compare.

PROMPT 4 · AUDIT AN OUTLINE FOR MISSING STEPS

"Review this outline for a complete beginner: [outline]. Identify every instruction that says what to do without explaining how. For each, suggest an example, an action and a completion check. Do not expand the scope into an unrelated course."

Human check: test the revised instruction with a person.

Output: missing-step list.

PROMPT 5 · BUILD A WORKED EXAMPLE

"Create a clearly fictional teaching example for [task]. Use these constraints: [time/budget/tools]. Show the starting condition, each decision, the resulting artifact and a common mistake. Label every invented number as an assumption. Do not present the example as my experience or a customer result."

Human check: perform the steps and verify the arithmetic.

Output: draft example.

Prompt library, continued

PROMPT 6 • REWRITE IN A HUMAN VOICE

"Rewrite this passage for a beginner who feels overwhelmed: [text]. Keep the facts and limits. Use plain words, short developed paragraphs and a concrete next action. Remove guru language, gendered nicknames, income promises and repetitive motivational phrases. Do not invent my personal history."

Human check: read it aloud and remove phrases you would never say.

Output: editorial revision.

PROMPT 7 • PLAN A LEAD MAGNET

"The paid resource helps with [task]. Propose a free resource that solves one smaller related problem completely. Include a specific promise, contents, one worked example, delivery instruction and a relevant next step. Do not intentionally withhold a necessary step to force a purchase."

Human check: use the free resource by itself.

Output: free-resource specification.

PROMPT 8 • DRAFT A CONTENT BRIEF

"Turn [real audience question] into one faceless teaching post. Give one takeaway, three truthful hook options, a shot list using [available products/tools], concise narration, caption and one CTA. Do not invent product benefits or copy another creator's phrasing."

Human check: match each spoken claim to what you can show or verify.

Output: filming brief.

PROMPT 9 • REPURPOSE WITHOUT REPEATING

"Here is one lesson: [lesson]. Adapt it into a demonstration, a carousel, a short email and an objection-answer post. Give each a distinct teaching job and a relevant next action. Keep the same facts. Do not assume a required daily posting schedule."

Human check: each piece must add a useful angle.

Output: realistic content plan.

PROMPT 10 • REVIEW A SCRIPT'S CLAIMS

"Audit this script: [script]. Mark claims of fact, personal experience, product performance, income or timing. Identify what evidence each needs and suggest narrower wording where evidence is missing. Do not treat a disclaimer as a fix for a false statement."

Human check: verify through original records and official information.

Output: claim-review table.

Prompt library, continued

PROMPT 11 · GENERATE FACELESS UGC CONCEPTS

"I can film [formats] and will not show [boundaries]. The product's verified functions are [facts]. Suggest four faceless UGC concepts with audience, hook, shots, accurate takeaway and limits. Label them as uncommissioned concepts. Do not invent a testimonial, brand approval or performance result."

Human check: confirm the brief is suitable for a faceless format.

Output: concept shortlist.

PROMPT 12 · PERSONALIZE AN INQUIRY

"Using only this public brand information [notes] and my actual portfolio [description], draft a concise UGC inquiry. State one relevant concept and ask whether this work is being commissioned. Do not invent a contact name, relationship, past client or guaranteed marketing result."

Human check: verify the recipient and do not mass-send.

Output: individual draft inquiry.

PROMPT 13 · REVIEW A SCOPE

"Read this proposed creative scope [text]. List ambiguous deliverables, revision terms, dates and usage permissions as questions to clarify. Do not provide legal conclusions or declare the agreement safe. Keep ownership, license duration, paid ads, exclusivity and raw footage separate."

Human check: clarify with the client and seek qualified help when needed.

Output: discussion checklist.

PROMPT 14 · MAKE DELIVERY UNDERSTANDABLE

"These files are included in my offer: [list]. Draft a short Start Here guide and delivery email explaining which file to open first, required software, how to request help and what the product does not include. Use [support contact]. Mark unknown URLs as unresolved rather than inventing them."

Human check: open every file and replace every unresolved field before selling.

Output: delivery draft.

PROMPT 15 · INTERPRET A SMALL TEST CAUTIOUSLY

"Here are my content and customer-path observations [data with dates and definitions]. Summarize what the data actually shows, what it cannot establish and three low-cost next tests. Do not claim causation, statistical certainty or an algorithm rule from a small sample."

Human check: confirm the metric definitions and missing data.

Output: next-test plan.

PROMPT 16 · CHECK THE WHOLE PRODUCT

"Act as a beginner reader reviewing this section [text]. Identify unexplained terms, inaccessible instructions, hidden costs, unsupported claims and missing checkpoints. Suggest precise changes. Do not say it is good merely because it is long, and do not rewrite facts without flagging the change."

Human check: combine this review with a real read-through and visual inspection.

Launch-readiness checklist

Work through this list before sending traffic to anything. An item that is not yet true is a task, not a failure.

- I can name the audience, task, offer and limits in plain language.
- The product has been used by a willing tester and revised from observed confusion.
- Every included file opens and matches its description.
- My license/asset records support the uses I offer customers.
- The checkout, payment, confirmation and access refer to the same edition and price.
- A buyer-side test reached the actual files; I did not rely only on a test email.
- Support contact, applicable terms, refund policy and privacy information are ready.
- Marketing claims are accurate; examples and relationships are labeled appropriately.
- I know what data I collect, why I collect it and how required opt-outs work.
- I have a plan for access failures, corrections and refunds.
- My content points to the next relevant action, not an unfinished destination.
- I have recorded costs and a review date; no sales outcome is assumed.

Thirty-day action map

One month. Four stages. One small business experiment you can actually finish.

Choose your route, complete the work in order, and use real evidence to decide what happens next.

Extend the calendar if your available time requires it.

WEEK

1

Days 1–7

DECIDE

Choose and investigate

- ☐ Choose one primary route: digital product or faceless UGC
- ☐ Write your privacy, time and spending boundaries
- ☐ Define one person, one repeated problem and one useful skill
- ☐ Collect real observations before deciding what people need

FINISHED WHEN

I have one specific problem to test and evidence for why it may matter.

WEEK

2

Days 8–14

BUILD

Make the smallest useful version

- ☐ Digital product: build one small, complete prototype
- ☐ Faceless UGC: create 2–4 clearly labeled practice samples
- ☐ Add the instructions, examples or shots needed to make it usable
- ☐ Let a real person review or test it and record where they hesitate

FINISHED WHEN

Something real exists outside my head and another person can understand or use it.

WEEK

3

Days 15–21

CONNECT

Connect and prepare

- ☐ Digital product: map offer → payment → delivery → support
- ☐ Faceless UGC: assemble the portfolio, service scope and sample links
- ☐ Test every important link, file, access point or export
- ☐ Prepare one clear next step for a potential buyer or brand

FINISHED WHEN

A stranger can understand what I offer, what happens next and how to receive the work.

WEEK

4

Days 22–30

TEST

Put it in front of real people

- ☐ Share useful content or contact a small number of relevant prospects
- ☐ Record questions, clicks, replies, confusion, costs and actual outcomes
- ☐ Fix one problem supported by evidence
- ☐ Decide what to continue, narrow, revise or pause

FINISHED WHEN

I have real information from the market — not just assumptions.

DAY 30 · DECIDE What did the experiment teach me?

Continue:

Narrow or revise:

Stop doing:

Next test:

The goal of thirty days is not to prove that a business will succeed. The goal is to build something small enough to test, observe what actually happens and make the next decision from evidence.



READ. TRY. CHECK. REVISE.

You do not have to know every future step — only a clear reason for the next one.

BEFORE YOU GO

One useful system, built at your pace

You now have the complete path: choose one person, one problem, one small outcome — then build, test and look after the person who buys.

A clear agreement

This is educational material, not individual legal, tax, financial or professional advice. Examples and numbers are illustrative unless explicitly identified otherwise. Results depend on the problem, offer, audience, distribution, costs, competition, execution and circumstances. Expect work, feedback, mistakes and revision.

Software changes

The book explains the function first and points you to official help for changeable settings. Research was checked in September 2026; confirm current availability, fees and terms before committing. Do not buy software just because it appears in an example.

Affiliate note

This edition contains no affiliate purchase links in its teaching chapters. Any future affiliate link added to the product will include a clear nearby explanation that the seller may earn a commission from a qualifying purchase. You never need to buy an optional recommendation to complete this book.

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