



THE PRINTABLE WORKBOOK

Digital Product Launch Planner

From idea to first sale in 30 days.
Pick it, price it, design it, list it, promote it.

PIXEL & PROFIT

How to use this planner

This workbook takes you from "I want to sell something" to a live product with real visitors in about 30 days. Print it (or fill it in on a tablet) and work through one step at a time.

1

Pick your product

Score your ideas and choose one winner.

2

Know your buyer

Get clear on who it's for and what problem it solves.

3

Price it

Use the price guide and profit calculator.

4

Design it in Canva

Follow the design checklist so it looks pro.

5

Write your listing

Fill-in-the-blank title and description templates.

6

Prepare your files

Mockups, PDFs and delivery checklist.

7

Promote it for 30 days

A daily plan so people actually see it.

8

Launch & track

Launch-day checklist and a simple sales tracker.

Golden rule: done beats perfect. Your first product is practice. Launch it, learn from it, then make the next one better.

STEP 1

Pick your product

List up to 6 ideas (use your ticked items from the free 50-product list). Score each from 1 to 5. The highest total is your first product.

Product idea	Demand	Ease	Enjoy	Total

How to score

- Demand: search Etsy or Pinterest. Lots of similar products with reviews = 5.
- Ease: could you make a first version in Canva in one weekend? Yes = 5.
- Enjoy: will you happily make 5 more like it? Love it = 5.

My winning product is:

Why I picked it:

Know your buyer

People buy solutions, not files. Answer these so your design and listing speak to one person.

Who is it for? (e.g. new mums, small bakery owners, teachers)

What problem or goal do they have?

How does my product help? What changes for them?

Where do they hang out online? (Pinterest, TikTok, Facebook groups...)

What words would they type to search for it?

My one-line pitch: "A _____ for _____ who want to
_____."

Price it

Beginners usually price too low. Use these typical marketplace ranges as a starting point, then check 5 competitors in your exact niche.

Product type	Typical price range
Printable planners & trackers	£3 – £8
Kids' worksheets & activity packs	£2 – £6
Wall art prints (digital download)	£2 – £7
Resume / CV templates	£4 – £10
Wedding & party templates	£5 – £15
Social media template packs	£8 – £25
Branding kits / small-business bundles	£10 – £30

Competitor check

Competitor / shop	Price	Reviews	What they do well

Profit calculator (per sale)

My price: £ _____

Platform & payment fees (check your platform's current fees): £ _____

Profit per sale = price – fees: £ _____

Sales needed for £100 profit = $100 \div \text{profit per sale}$: _____ sales

Design it in Canva

Tick each box before you export. These small details are what make a product look worth paying for.

Set-up

- ☐ Correct page size (A4 or US Letter; offer both if selling worldwide)
- ☐ Choose 2 fonts max: one for headings, one for body text
- ☐ Pick a 3–4 colour palette and save it as a Canva brand colour set

Design

- ☐ Consistent margins and spacing on every page
- ☐ Text is big enough to read when printed (body 10pt+)
- ☐ Enough writing space on fill-in pages
- ☐ No copyrighted images, characters or brand logos
- ☐ Only use Canva elements your licence allows in products for sale

Finish

- ☐ Proofread every page (spelling, dates, page numbers)
- ☐ Print one test page at home to check it
- ☐ Export as 'PDF Print' for printables or 'PDF Standard' for tablets
- ☐ Name files clearly, e.g. weekly-planner-A4.pdf

Fonts & colours I'm using:

Write your listing

Your title gets you found; your description gets you the sale. Fill in the templates below.

Title formula

[What it is] + [Who it's for] + [Key feature] + [Format]

Example

"Weekly Meal Planner for Busy Mums | Printable Grocery List | A4 & Letter PDF"

My title:

Description template

Hook: Tired of _____? This _____ helps you _____.

What's inside: • _____ pages • _____ • _____

How it works: Instant download, then print at home or use on your tablet. Start today!

Details: Size: _____ Format: PDF Pages: _____

Note: This is a digital product. No physical item will be shipped.

My keywords / tags (up to 13):

Prepare your files

Buyers judge your product by its photos. Get these ready before you list.

Listing images (aim for 5–10)

- ☐ Hero image: the product in a clean mockup with a short headline
- ☐ 'What's inside' image showing all pages as thumbnails
- ☐ Close-up of 1–2 best pages
- ☐ In-use mockup (on a desk, clipboard or tablet)
- ☐ Details image: size, format, number of pages
- ☐ 'How to download' image so buyers know what to expect

Delivery

- ☐ Final PDF(s) exported and opened once to check
- ☐ Include a short 'Thank you + how to print' page
- ☐ If there are many files, zip them into one download
- ☐ Test the download link on your phone and laptop
- ☐ Product uploaded to your store / Systeme and price set

Where I'm selling (Etsy, Systeme, Gumroad, Payhip...):

Promote it for 30 days

Most first products fail because nobody sees them. Do one small task a day. Tick it off when done.

Day 1 ☐ Set up Pinterest business acc.	Day 2 ☐ Make 3 pins for product	Day 3 ☐ Post 'I made this' on socials	Day 4 ☐ Share freebie link in bio	Day 5 ☐ Make 3 new pins
Day 6 ☐ Film a 15s 'flip-through'	Day 7 ☐ Rest & review stats	Day 8 ☐ Post a 'how I use it' tip	Day 9 ☐ Make 3 new pins	Day 10 ☐ Join 2 groups for buyers
Day 11 ☐ Answer 3 questions helpfully	Day 12 ☐ Post a behind-the-scenes	Day 13 ☐ Make 3 new pins	Day 14 ☐ Rest & review stats	Day 15 ☐ Ask a friend for feedback
Day 16 ☐ Improve 1 listing image	Day 17 ☐ Make 3 new pins	Day 18 ☐ Post a customer-style demo	Day 19 ☐ Share a mini-freebie page	Day 20 ☐ Make 3 new pins
Day 21 ☐ Rest & review stats	Day 22 ☐ Try a new video hook	Day 23 ☐ Make 3 new pins	Day 24 ☐ Email / DM 5 warm contacts	Day 25 ☐ Post a before & after
Day 26 ☐ Make 3 new pins	Day 27 ☐ Update title & tags	Day 28 ☐ Rest & review stats	Day 29 ☐ Plan product #2	Day 30 ☐ Celebrate & reflect

Launch & track

Launch day is just the start. Tick off the checklist, then track your numbers each week.

Launch-day checklist

- ☐ Buy your own product once (or use a test) to check checkout and delivery
- ☐ Listing is live and all images load
- ☐ Link added to your bio, Pinterest and freebie thank-you page
- ☐ Announce it: one post, one story, one pin
- ☐ Screenshot your launch for your records (and your future self!)

Weekly tracker

Week	Views / visits	Sales	Revenue	What worked
Week 1				
Week 2				
Week 3				
Week 4				

Biggest lesson from my first launch:

My next product will be:

You did it.

Most people never get past the idea stage. You now have a product, a price, a listing and a plan. Keep going: product #2 will be easier, and product #5 easier still.

Here's to your first sale!