

CRACK IN THE WALL

THE DIGITAL PRODUCT OPERATING SYSTEM

The map behind the field library. See the whole road, then pick up only the tool you need.

HERE'S THE MAP

You do not need to buy the whole map. Follow along with us for the parts you need. Find your place, pick up the tool that solves the problem in front of you, and skip anything you already have handled.

PHASE 0 ORIENT

FREE MAP / START HERE

See the whole machine before choosing the next piece.

PHASE 1 DISCOVER

01 Find Your Tool · 02 Find the Opportunity · 03 Validate

Find what you can offer, who needs it, and whether the problem is real.

PHASE 2 BUILD

04 Build the Product · 05 Package the Offer · 06 Price

Turn the validated idea into a finished, buyable solution.

PHASE 3 PRESENT

07 Brand · 08 Sales Page · 09 Checkout · 10 Delivery

Make the offer understandable, trustworthy, purchasable, and deliverable.

PHASE 4 MARKET

11 Content · 12 Audience · 13 Traffic · 14 Launch · 15 Sales

Get the right people to see it, understand it, and buy it.

PHASE 5 GROW

16 Email · 17 Follow-up · 18 Proof · 19 Optimization · 20 AOV

Turn first sales into a repeatable system.

PHASE 6 BUILD THE BUSINESS

21 Product Ladder · 22 Library · 23 Ecosystem · 24 Automation · 25 Scale

Build a connected product business instead of a pile of unrelated PDFs.

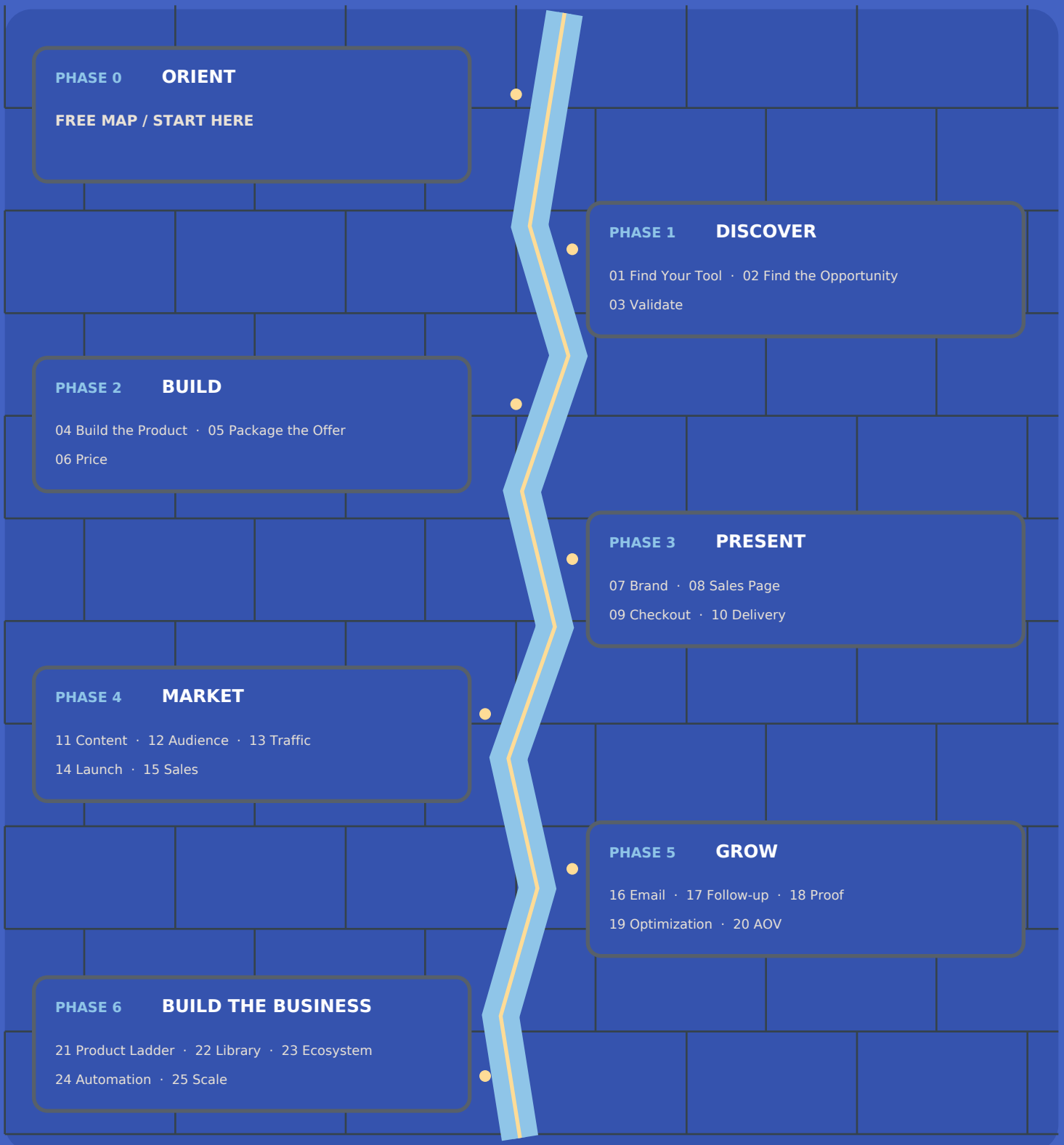
THE FIELD LIBRARY

Find your place. Pick up the tool you need. When the next problem shows up, come back to the map.

THE RULE **SHOW THE WHOLE MAP. THEN GIVE ONE STEP AT A TIME.**

THE BREAKTHROUGH ROUTE

A crack is a way through. Choose the step that meets you where you are.



YOUR WAY THROUGH

FIND YOUR PLACE. PICK UP THE TOOL YOU NEED. COME BACK TO THE MAP.