

BUSINESS IN A BOX

CREATE YOUR DIGITAL PRODUCT

Turn your validated Product Brief into a useful,
original, polished product ready to package and sell.

SCOPE • OUTLINE • CREATE • DESIGN • TEST • EXPORT

Built for beginners. Works across niches. No video course required.

Created by Mr. Mike

This Is Where the Idea Becomes Real

You are not asking ChatGPT to manufacture a product in one click. You are directing a controlled creation process.

Guide 03 ended with a validated Product Brief: a specific audience, a meaningful problem, a realistic outcome, evidence of demand, your boundaries, and the best format for delivering the solution. This guide turns that brief into the actual product.

ChatGPT will help you organize, draft, challenge, revise, and quality-check the material. You remain the product owner. You approve the promise, verify the information, supply real experience, choose examples, and decide whether the finished work deserves someone's money.

YOUR FINISH LINE: One complete digital product with an approved scope, logical learning path, original content, useful implementation tools, consistent design, mobile-friendly layout, quality-control record, and final customer files.

What you will create

- A dedicated Product Studio chat that stays focused on one product.
- A locked Product Promise and Minimum Useful Outcome.
- A product architecture and page-by-page or component-by-component map.
- A complete first draft created in controlled sections.
- Practical examples, checklists, templates, worksheets, or prompts where useful.
- A clear visual system that looks intentional without requiring advanced design skills.
- A mobile-friendly final product that also works on a computer.
- An accuracy, originality, usefulness, and usability review.
- A clean delivery folder containing customer-ready files and a master source copy.

This guide uses a PDF guide or workbook as the main example because it is one of the easiest first products to create. The same system also supports prompt packs, checklists, templates, trackers, resource kits, and hybrid bundles.

Start With the Product Brief - Not a Blank Chat

A blank ChatGPT conversation knows nothing about your research. If you simply type “make me an ebook about my niche,” it will fill the missing context with assumptions and generic language. Your Product Brief prevents that.

Open the final Product Brief from Guide 03 and confirm it includes:

- Audience: The exact person, stage, situation, and important constraints.
- Problem: The specific obstacle the product addresses.
- Outcome: The realistic progress the customer should be able to make.
- Evidence: The questions, searches, comments, reviews, conversations, or sales signals supporting the need.
- Credibility: Why you can responsibly help and where your authority ends.
- Format: The selected delivery format and why it fits the problem.
- Contents: The essential steps, tools, or decisions likely required.
- Exclusions: What this product will not cover.
- Verification needs: Claims, facts, policies, or instructions requiring current sources or expert review.

Product Brief integrity check

Review the Product Brief I paste below. Do not improve or expand it yet. Identify: missing decisions, vague language, unsupported claims, contradictions, scope risks, safety or expertise concerns, and information that may have changed since it was researched. Ask me one question at a time until the brief is complete enough to guide creation. End with READY TO BUILD or NOT READY TO BUILD and explain why.

DO NOT CREATE FROM AN UNAPPROVED BRIEF. Five minutes spent correcting the foundation can prevent hours of rewriting later.

Confirm the approved brief is saved as
FINAL_Product_Brief_[Product_Name]_[Date] in 02 - PRODUCT RESEARCH. Keep that exact file as the source of truth; do not create a renamed duplicate.

Define the Minimum Useful Outcome

A product does not need to contain everything you know. It needs enough of the right information and tools to help the customer complete one worthwhile result. That result is the Minimum Useful Outcome.

A strong outcome is:

- Specific: The customer knows what they are working toward.
- Reasonable: It does not depend on guaranteed money, virality, healing, or another outcome you cannot control.
- Observable: The customer can tell whether they completed the process or made the intended progress.
- Within scope: The result fits the format, price, time, and creator expertise.
- Customer-powered: Your product supplies guidance and tools; the customer still makes decisions and takes action.

Weak outcome

“This guide will make you financially free.”

Responsible outcome

“By the end of this guide, you will have selected one evidence-supported digital product idea and completed a Product Brief ready for creation.”

Outcome lock prompt

Using my approved Product Brief, propose three versions of a Minimum Useful Outcome. Each must name what the customer will complete, decide, understand, organize, or create. Remove guarantees and results dependent on algorithms, markets, health, employers, or other outside forces. Compare the three versions, recommend the clearest one, and wait for my approval.

THE PRODUCT PROMISE IS A BOUNDARY. Every lesson, page, prompt, worksheet, or bonus must help deliver the approved outcome. Interesting material belongs in a future product.

Make It Complete Without Making It Endless

Many first products become bloated because the creator tries to prove value with volume. Customers rarely need the maximum number of pages. They need the shortest responsible path that still explains the decisions, avoids predictable mistakes, and supports implementation.

Use three content buckets

1. **MUST KNOW:** Without this, the customer cannot safely or successfully complete the promised outcome.
2. **HELPFUL:** This improves understanding or execution, but the core result remains possible without it.
3. **LATER:** This serves a different stage, advanced use case, or separate problem.

Scope test for every proposed section

- Which step in the customer's path does this support?
- What goes wrong if this section is removed?
- Is this necessary knowledge, or am I adding it to make the product look larger?
- Does it create a new promise the product was not designed to fulfill?
- Would it be clearer as a checklist, example, template, or short note?
- Does it belong in an advanced product or optional bonus instead?

Using the approved Product Brief and Minimum Useful Outcome, create a Scope Board with **MUST KNOW**, **HELPFUL**, and **LATER** columns. For each item, explain its role in the customer journey. Flag scope creep, repeated ideas, advanced material, and content that creates a second promise. Do not create the outline yet. Ask me to approve, move, or remove every questionable item.

A SMALL PRODUCT CAN BE EXCELLENT. "Complete" means complete for the stated outcome - not complete for the entire subject.

Save Scope_Board_FINAL in 03 - PRODUCT DRAFTS. Anything placed in **LATER** becomes an idea bank, not deleted work.

Match the Format to the Work the Customer Must Do

The format should reduce friction between the customer and the result. Do not choose a format only because it is trendy or easy for you to generate.

Common first-product formats

- Guide: Best when the customer needs explanation, sequence, and examples.
- Workbook: Best when progress depends on reflection, planning, calculations, or written decisions.
- Checklist: Best for a repeatable process where missing one step creates problems.
- Template pack: Best when customers understand the task but need a faster starting structure.
- Prompt pack: Best when each prompt solves a defined task and includes context, inputs, and quality checks.
- Tracker or planner: Best when consistency, recording, scheduling, or measurement matters.
- Resource kit: Best when the customer needs organized tools, links, comparisons, and instructions.
- Hybrid bundle: Best when explanation and implementation tools are both necessary.

Format decision prompt

Evaluate my approved outcome and Scope Board. Recommend the simplest format that can deliver the result well. Compare guide, workbook, checklist, template pack, prompt pack, tracker, resource kit, and hybrid bundle. For each viable option, explain customer effort, creator effort, mobile usability, update burden, likely file types, and what could go wrong. Do not recommend a video course unless the result truly requires visual demonstration.

DEFAULT FOR BEGINNERS: A focused guide plus a few practical implementation tools is often stronger than a huge bundle of loosely related files.

Record the primary format, supporting components, and file types in the Product Brief. Do not add five bonuses just to make the offer sound larger.

Open a Dedicated Product Studio Chat

Preferred device: computer. You can review, approve, and make small changes on a phone, but long-form creation, file organization, comparison, and design are easier on a larger screen.

Create one new ChatGPT conversation and rename it:

03 - PRODUCT STUDIO - [SHORT PRODUCT NAME]

This chat has one job: create this product from the approved source materials. Do not use it for sales pages, social content, unrelated brainstorming, customer emails, or your next product. Separate work keeps ChatGPT from mixing goals and tone.

Prepare these files or text blocks

1. FINAL_Product_Brief_[Product_Name]_[Date] from 02 - PRODUCT RESEARCH.
2. Scope_Board_FINAL
3. Your approved Business Context Capsule from Guide 03.
4. Verified research notes or Evidence Log entries relevant to the product.
5. Your private examples, stories, process notes, screenshots, or source references.
6. Any brand colors, tone preferences, reading level, and final file requirements.

If you upload documents

- Remove passwords, payment information, customer identities, private health records, and confidential business data.
- Use descriptive filenames so you and ChatGPT can distinguish sources.
- Tell ChatGPT which files are authoritative and which are rough notes.
- Do not assume an upload makes every statement accurate. Review all generated claims.

ONE PRODUCT, ONE STUDIO. If the conversation becomes confused, create a fresh Product Studio and paste the approved Context Capsule, Product Brief, Scope Board, and latest progress summary.

The next page contains the master setup prompt for this dedicated conversation.

Set Up Your Product Studio

PRODUCT STUDIO SETUP PROMPT

Act as my digital-product development partner, instructional editor, and quality-control assistant. We are creating one original product from my approved materials.

SOURCE PRIORITY: Product Brief FINAL; Scope Board FINAL; approved Business Context Capsule; verified research and sources; my direct experience and examples. If materials conflict, stop and ask me. Never invent my experience, credentials, testimonials, data, customer quotes, sources, or results.

PROCESS: Work in stages: brief review, outcome lock, architecture, detailed outline, page/component map, controlled drafting, implementation tools, editing, accuracy review, originality review, design plan, usability testing, and final packaging. Do not skip ahead. Ask for approval at each stage. Ask one high-impact question at a time when information is missing.

WRITING: Use plain language appropriate for the audience. Be specific, practical, honest, and non-hype. Explain why before steps when needed. Include examples only when labeled accurately. Distinguish confirmed facts, my experience, suggestions, and assumptions. No income guarantees or fabricated certainty.

QUALITY: Challenge vague claims, repetition, filler, scope creep, unsafe advice, outdated information, copied structure, and instructions that may fail. Mark all items needing verification as [VERIFY]. Mark anything needing my real example as [CREATOR INPUT].

Do not draft the product yet. First summarize what you understand about the audience, problem, outcome, exclusions, format, evidence, voice, risks, and missing inputs. End with questions or READY FOR ARCHITECTURE.

What a good response looks like

- It reflects your actual audience and outcome rather than restating the niche.
- It recognizes exclusions and risk boundaries.
- It identifies missing source material or real examples.
- It does not begin writing chapters before you approve the foundation.
- It tells you exactly what must be resolved before architecture.

CORRECT THE CHAT NOW. If the summary sounds impressive but inaccurate, do not continue. Paste the correction and ask it to restate the approved foundation.

When the summary is accurate, type: FOUNDATION APPROVED. MOVE TO ARCHITECTURE.

Build a Claim Control List Before Drafting

ChatGPT can produce confident sentences that are incomplete, outdated, unsupported, or simply wrong. A professional product separates creative help from factual authority.

Create four claim categories

- Stable knowledge: Concepts unlikely to change quickly, but still reviewed for accuracy.
- Current facts: Platform rules, prices, laws, product features, statistics, policies, and software steps requiring recent verification.
- Creator experience: What you personally did, observed, learned, or prefer. State it honestly as your experience.
- Professional-risk claims: Health, legal, tax, financial, safety, or similar guidance requiring qualified sources or expert review.

Claim Control prompt

From my Product Brief, Scope Board, research notes, and proposed content, create a Claim Control List. For every important claim, label it STABLE KNOWLEDGE, CURRENT FACT, CREATOR EXPERIENCE, OPINION, INFERENCE, or PROFESSIONAL-RISK. State what evidence is available, what must be verified, the best type of primary source, and whether the claim should be removed if verification is unavailable. Do not provide fake citations.

Source rules

- Prefer primary sources such as official documentation, government publications, original research, or direct product information.
- Record title, organization or author, link, access date, and the claim supported.
- Do not cite a source you did not open and read.
- Do not treat search snippets, AI summaries, or another creator's statement as final proof.
- Keep quotations short, accurate, attributed, and legally appropriate.
- If a fact changes often, include a "last reviewed" date and an update note.

IF YOU CANNOT VERIFY A CLAIM, CHANGE IT, QUALIFY IT, OR REMOVE IT. Confidence is not evidence.

Design the Customer's Path Before Writing

Architecture is the high-level journey. It answers: Where is the customer starting, what decisions or actions must happen in order, and what will they possess or understand at the end?

A dependable learning path

1. Orientation: What this is, who it is for, what it will help them complete, and what it will not do.
2. Foundation: Essential terms, tools, expectations, setup, and safety boundaries.
3. Decisions: Choices the customer must make before taking action.
4. Execution: The ordered process, with examples and tools.
5. Review: How to check work, correct errors, and know the step is complete.
6. Next action: What to do after finishing, without creating an unrelated promise.

Architecture prompt

Using only the approved foundation, outcome, Scope Board, format decision, and Claim Control List, propose three product architectures. Each must show the customer's starting state, ordered stages, action or decision in each stage, completion evidence, and final state. Keep all LATER items excluded. Compare the architectures for clarity, effort, usefulness, mobile delivery, and risk. Recommend one and wait for approval.

THE BEST ARCHITECTURE IS NOT THE ONE WITH THE MOST MODULES. It is the one that makes the next correct step obvious.

When approving, check that:

- Each stage earns its place and moves the customer forward.
- A beginner is not asked to act before receiving the required foundation.
- Research, decision, creation, and review appear in a logical order.
- The final stage actually completes the Product Promise.
- No stage quietly introduces a second product.

Save Product_Architecture_FINAL in 03 - PRODUCT DRAFTS.

Turn the Architecture Into Buildable Sections

The outline is not a list of catchy chapter names. It is a production plan showing what each section must teach, what the customer must do, and what proof of completion looks like.

Every section should define:

- Purpose: why the section exists.
- Customer question: what they need answered at this point.
- Key teaching: the minimum explanation required.
- Action: what they decide, write, create, check, or practice.
- Tool: worksheet, template, checklist, prompt, example, or reference if needed.
- Completion evidence: how they know they are ready to continue.
- Verification: claims or instructions requiring confirmation.
- Creator input: your story, process, example, opinion, or screenshot still needed.

Create a detailed production outline from the approved architecture. For every section include: working title, purpose, customer question, key teaching points, required action, implementation tool, example needed, completion evidence, verification flags, creator-input flags, and estimated length. Keep the total scope appropriate for the approved outcome. Do not draft prose yet.

Outline review questions

- Can the customer explain why each step matters?
- Does every action have enough instruction to be completed?
- Are examples placed where confusion is most likely?
- Are repeated concepts combined rather than disguised with new titles?
- Would any section work better as a tool than another page of explanation?
- Is the estimated size realistic for you to finish and maintain?

LOCK THE OUTLINE BEFORE DRAFTING. Revisions are normal, but constant structural changes during writing create repetition and missing steps.

Know What Belongs on Every Page or Component

A page map turns the outline into an exact build list. For a guide, it may assign one concept or action to each page. For a bundle, it maps the guide, worksheet, checklist, templates, and customer instructions as separate components.

Useful page types

- Teaching page: One core idea explained clearly.
- Process page: Ordered steps with warnings or decision points.
- Example page: A realistic demonstration plus explanation of why it works.
- Worksheet page: Prompts and usable writing space.
- Checklist page: A repeatable completion or quality-control sequence.
- Template page: A structure the customer adapts.
- Prompt page: A copyable AI prompt with instructions and quality checks.
- Reference page: Definitions, resources, sources, or quick answers.
- Milestone page: A pause to review completed work before continuing.

Page-map prompt

Convert the approved outline into a page or component map. For each item list: number, type, title, purpose, essential content, customer action, visual or tool needed, source or verification requirement, and estimated space. Aim for intentional full pages or complete standalone components. Prevent overcrowding and prevent weak half-empty pages created only to inflate length.

DESIGN STARTS HERE. A clear page map prevents giant text walls, random worksheets, and pages that end halfway because the content was never planned.

Save Product_Page_Map_FINAL in 03 - PRODUCT DRAFTS. Number changes are fine later, but every component should retain a defined job.

Make the Product Sound Like a Helpful Human

AI drafts often sound polished but distant: repeated transitions, exaggerated certainty, long introductions, and phrases the creator would never say. A short style guide keeps the product recognizable and readable.

Define the voice

- Relationship: peer, coach, teacher, guide, expert, or supportive companion.
- Energy: calm, direct, encouraging, playful, formal, urgent, or analytical.
- Reading level: language the intended customer can comfortably understand.
- Sentence style: short and direct, conversational, detailed, or technical where necessary.
- Allowed personality: humor, honest opinions, stories, and natural phrases.
- Avoid list: hype, shame, fake urgency, jargon, clichés, repeated slogans, and guaranteed outcomes.

Build the style guide

Interview me briefly to create a one-page Product Voice Guide. Ask for: audience reading level, relationship to the reader, tone, energy, sentence length, acceptable humor, words I naturally use, words I dislike, technical terms that need explanation, formatting preferences, and claims to avoid. Then create DO, DO NOT, and BEFORE/AFTER examples. Use my actual answers rather than inventing a brand voice.

Humanity check

- Read a paragraph aloud. Would you naturally say it?
- Replace empty phrases such as “in today’s fast-paced world.”
- Use contractions if that matches your voice.
- Let short sentences carry important points.
- Explain unfamiliar words the first time they appear.
- Do not use profanity, humor, or slang merely because AI thinks it makes you relatable.

YOUR VOICE IS NOT A FILTER ADDED AT THE END. It influences examples, pacing, explanations, and what you choose to emphasize.

Write One Approved Section at a Time

Generating the entire product in one response feels fast, but it weakens control. The chat may repeat itself, forget constraints, invent details, rush later sections, or quietly change the promise. Draft in sections and approve before moving forward.

Use this cycle for every section

1. Load: Give ChatGPT the approved outline entry, relevant sources, prior-section summary, and required creator input.
2. Plan: Ask for the section's internal flow before prose.
3. Draft: Create only the current section within the target length.
4. Verify: Check facts, instructions, calculations, links, and policy-sensitive statements.
5. Humanize: Add your real example, explanation, opinion, or warning.
6. Edit: Remove filler, repetition, and anything outside scope.
7. Approve: Save the approved version outside the chat before continuing.

Section-drafting prompt

Draft only [SECTION NAME] using the approved outline entry and Product Voice Guide. Target [LENGTH OR PAGE COUNT]. Begin with why this section matters, teach the required concept in plain language, provide the approved example, guide the stated action, and end with the completion check. Use only supplied experience and verified information. Mark [VERIFY] and [CREATOR INPUT] visibly. Do not preview later sections, add bonuses, make guarantees, or repeat earlier teaching.

SAVE APPROVED TEXT OUTSIDE CHATGPT. Use Product_Master_Draft in 03 - PRODUCT DRAFTS. Chat history is a workspace, not your only product file.

At the end of each work session, ask for a short progress summary listing approved sections, unresolved flags, open decisions, and the exact next step. Save that summary in your project notes.

Use the Explain - Show - Do - Check Pattern

Information feels useful while being read. A product becomes useful when the customer can apply it. Use a repeatable instructional pattern so readers are not left thinking, “That makes sense, but what do I do now?”

1. Explain

State the concept, why it matters, and when it applies.

2. Show

Demonstrate with a realistic example and explain the reasoning - not merely the finished answer.

3. Do

Give a specific action. Name the tool, information, or choice required.

4. Check

Provide completion criteria or a small self-review so the customer knows whether to continue.

Instruction upgrade prompt

Review this section using EXPLAIN - SHOW - DO - CHECK. Identify where the reader receives information without a usable action, where an example lacks reasoning, where steps assume hidden knowledge, and where completion criteria are missing. Propose targeted improvements without expanding scope. Wait for approval before rewriting.

Watch for hidden knowledge

- “Upload the file” without naming accepted type, location, or size.
- “Research your audience” without telling the reader where to look or what to record.
- “Make it look professional” without explaining layout, fonts, spacing, or export settings.
- “Use ChatGPT” without context, inputs, revision steps, or quality checks.

THE CUSTOMER SHOULD NOT NEED TO GUESS WHAT YOU MEANT. If a step feels obvious only because you have done it fifty times, explain it.

Show the Reasoning, Not Just a Perfect Result

Examples reduce uncertainty, but only when they match the lesson and reveal how the decision was made. A polished final example without explanation may impress the reader while teaching very little.

Build examples with five parts

1. Situation: Who is doing what, at what stage, under which constraints?
2. Input: What information, draft, choice, or problem did they begin with?
3. Process: Which rule or reasoning was applied?
4. Output: What changed or was created?
5. Lesson: Why is this version stronger, safer, clearer, or more useful?

Acceptable example sources

- Your real process or result, described accurately.
- An anonymized example used with appropriate permission and identifying details removed.
- A clearly labeled fictional example created to demonstrate the method.
- A public example used within copyright and attribution rules.
- A deliberately flawed example created to show common mistakes.

Create three candidate teaching examples for [CONCEPT]. Label each REAL, COMPOSITE, or FICTIONAL based on the information I provide. Each example must include situation, input, process, output, and lesson. Do not invent a customer, testimonial, revenue, credential, quote, or personal result. Recommend the example that best matches the audience's stage and constraints.

A FICTIONAL EXAMPLE IS FINE WHEN LABELED. A fictional result presented as a real customer story is deception.

Use fewer, better examples. If three examples teach the same point, keep the one closest to the customer's real situation and remove the others.

Make the Customer Produce Something Useful

A worksheet should help the customer think, decide, plan, calculate, organize, or create. A checklist should help them remember and verify. Neither should exist merely to add another file to the bundle.

A useful worksheet contains

- A one-sentence purpose and the point in the process when it is used.
- Short instructions written directly above the task.
- Questions in a logical order, beginning with information the customer already knows.
- Enough writing or response space for the requested answer.
- An example response when the expected depth may be unclear.
- A decision or next step produced from the completed answers.

A useful checklist contains

- Observable items rather than vague goals.
- A meaningful order when sequence matters.
- Warnings for steps that create risk if skipped.
- A final ready/not-ready decision.
- A version or last-updated date when the process may change.

Tool-builder prompt

For this approved section, decide whether the customer needs a worksheet, checklist, decision tree, template, example, or no additional tool. Explain the choice. If a tool is justified, create its purpose, instructions, fields or items, example response where useful, completion criteria, and next action. Keep it usable on mobile and printable when appropriate. Do not create busywork.

TOOL TEST: After completing this page, does the customer possess a decision, plan, draft, record, or verified result they did not have before? If not, redesign it.

Complete every worksheet yourself once. Confusing questions, missing space, and impossible instructions become obvious when you act like the customer.

A Prompt Is a Tool - Not a Magic Spell

If your product includes ChatGPT prompts, each prompt must solve a defined task and teach the customer how to supply useful context. A giant list of vague one-line commands is easy to generate and easy to forget.

Every strong prompt should include

- Purpose: What this prompt helps create, decide, review, or improve.
- When to use it: The correct stage and prerequisites.
- Role: The kind of assistance requested without pretending AI is a licensed professional.
- Context: Audience, goal, situation, constraints, brand, and source material.
- Task: The exact work to perform.
- Process: Whether to interview, compare, draft, critique, or revise.
- Output: Structure, length, format, and labels.
- Guardrails: What not to invent, promise, copy, or assume.
- Quality check: How the user and AI should evaluate the result.
- Next prompt: How to revise after the first response.

Prompt engineering prompt

Build one reusable prompt for [DEFINED TASK]. It must work across niches by using clearly marked placeholders. Include PURPOSE, BEFORE YOU USE IT, INFORMATION TO PASTE, COPY-AND-PASTE PROMPT, HOW TO REVIEW THE RESPONSE, and REVISION PROMPT. Tell the AI to ask questions instead of inventing missing context. Prevent fake facts, credentials, testimonials, sources, and guarantees. Make the output immediately useful but require human approval.

TEST EVERY PROMPT IN A FRESH CHAT. A prompt that works only because the current conversation already knows your business is not truly reusable.

Keep prompts in copyable blocks and explain every placeholder. On mobile, long prompts should remain selectable without decorative elements breaking the text.

Give Structure Without Trapping the Customer

Templates reduce starting friction. They should preserve the decisions that matter while removing repetitive setup. A template becomes dangerous when users can copy it blindly and produce inaccurate, noncompliant, or identical work.

Template design rules

- Separate fixed structure from customizable text.
- Use clear placeholders such as [AUDIENCE], [OUTCOME], or [DATE].
- Explain why each field exists and what a strong entry contains.
- Include one filled example and one clean copy when useful.
- Add warnings near claims, permissions, licenses, or regulated information.
- Do not imply a template replaces legal, financial, medical, or professional review.
- Make editable files easy to duplicate without exposing your master copy.

Tracker design rules

- Track only information connected to a decision or useful pattern.
- Use plain labels and a consistent date format.
- Explain how often to update it and what action each result may trigger.
- Avoid collecting unnecessary sensitive personal data.
- Test formulas, dropdowns, checkboxes, and mobile behavior.
- Provide a simple “Start Here” tab or instruction page.

Design the specification for a [TEMPLATE OR TRACKER] that supports [PRODUCT STEP]. Define the user, purpose, required fields, optional fields, instructions, example entries, decision rules, mobile considerations, privacy concerns, failure cases, and test checklist. Do not create fields merely to make it look complex.

A CUSTOMER SHOULD UNDERSTAND THE TOOL WITHOUT WATCHING YOU BUILD IT. Include the instructions inside the delivered product.

If you create a spreadsheet or editable document, export a clean preview and test a customer copy before packaging.

Use AI Without Selling a Generic Rewrite

AI assistance does not remove your responsibility to create original, lawful, and honest work. Your product should reflect your decisions, experience, organization, examples, and customer understanding - not a collage of other people's work.

Add creator value through

- Your sequence for solving the problem.
- Real mistakes and warnings you can explain honestly.
- Decision rules that help the customer choose.
- Original examples, comparisons, checklists, and tools.
- Your plain-language explanation of difficult ideas.
- Tradeoffs and limitations that generic content ignores.
- A complete implementation path instead of disconnected tips.

Originality review prompt

Audit this draft for generic AI language, suspiciously familiar frameworks, close paraphrasing, borrowed examples, unsupported quotations, missing attribution, repeated clichés, and passages that do not reflect my Product Voice Guide. Identify the exact problem and why it matters. Do not rewrite automatically. Ask me for my real process, opinion, example, or source wherever creator input would make the section genuinely original.

Copyright-safe habits

- Do not paste paid products into AI and ask it to rewrite them.
- Do not copy screenshots, graphics, worksheets, prompts, photos, or templates without appropriate rights.
- Check licenses for fonts, stock assets, icons, software, and AI-generated materials.
- Attribute sources where required and keep proof of licenses or permission.
- Use trademarks only as needed for accurate reference; do not imply partnership or endorsement.
- Research the commercial-use terms of every creation tool you rely on.

YOUR PRODUCT DOES NOT NEED A “SECRET” NO ONE HAS EVER DISCOVERED. It needs an original, useful expression and implementation of knowledge you can responsibly provide.

Run a Red-Team Review Before Design

Editing for grammar is not enough. Before investing time in visual design, challenge the draft as if a skeptical customer, beginner, expert, and risk reviewer were all reading it.

Four review lenses

1. Beginner lens: What terms, steps, tools, or decisions assume prior knowledge?
2. Skeptic lens: Which claims sound exaggerated, vague, unsupported, or conveniently certain?
3. Expert lens: What is incomplete, technically wrong, outdated, or missing important nuance?
4. Risk lens: What could cause harm, policy violations, privacy problems, copyright issues, or misleading expectations?

Red-team prompt

Red-team this draft without rewriting it. Review as: (1) a complete beginner, (2) a skeptical buyer, (3) a knowledgeable practitioner, and (4) a safety/compliance reviewer. Create a table with issue, exact location, severity, why it matters, evidence needed, and recommended action: clarify, verify, qualify, replace, or remove. Pay special attention to guarantees, rapidly changing instructions, health/legal/financial claims, platform policies, privacy, copyright, and hidden assumptions.

Severity levels

- Critical: Could cause harm, deception, legal exposure, or failure of the core process. Fix before release.
- Major: Could prevent the customer from completing the promised outcome. Fix before design.
- Moderate: Creates confusion, friction, repetition, or reduced trust. Fix during editing.
- Minor: Grammar, style, or visual polish that does not change meaning.

DO NOT LET CHATGPT “FACT-CHECK ITSELF” AS THE ONLY CHECK. Use current primary sources and qualified human review when the stakes require it.

Fix the Right Problems in the Right Order

Trying to perfect every sentence while the structure is still changing wastes time. Edit in passes, beginning with the issues that affect the entire customer journey.

Pass 1 - Developmental edit

- Does the product fulfill the approved promise?
- Is the order logical for this audience?
- Are any essential decisions or actions missing?
- Does any section drift outside scope?
- Are explanations, examples, tools, and completion checks balanced?

Pass 2 - Instructional and line edit

- Are instructions specific and usable?
- Are long sentences, jargon, vague pronouns, and passive phrases slowing comprehension?
- Does each paragraph add a new idea?
- Are transitions necessary and natural?
- Does the writing sound like the approved voice?

Pass 3 - Proof and consistency

- Spelling, punctuation, capitalization, numbering, and headings.
- Consistent names for tools, files, sections, and commands.
- Working links and correct page references.
- Matching dates, versions, measurements, and terminology.
- No unresolved [VERIFY], [CREATOR INPUT], or placeholder text.

Perform a three-pass edit report on the text I provide. Separate DEVELOPMENTAL, INSTRUCTIONAL/LINE, and PROOF/CONSISTENCY findings. Quote only enough text to locate each issue. Recommend changes but do not rewrite the entire section until I approve the report. Preserve my voice and meaning.

EDITING SHOULD REMOVE FRICTION, NOT REMOVE YOU. Do not accept revisions that make every sentence sound corporate, overly polished, or unlike your natural teaching style.

Make the Design Support the Teaching

Professional design is not decoration everywhere. It is consistent hierarchy, readable type, enough breathing room, useful emphasis, and visuals that help the customer understand or act.

Create a simple visual system

- Two fonts: One strong heading font and one highly readable body font.
- Three main colors: A dark neutral, a primary accent, and one supporting accent. Add light tints for callouts.
- Heading hierarchy: Cover, section title, subsection, body, caption, and small note.
- Repeated components: Tip box, warning box, prompt box, worksheet instructions, and page footer.
- Spacing rules: Consistent margins, paragraph spacing, list spacing, and section gaps.
- Image rules: One style, adequate resolution, appropriate rights, and a clear purpose.

Design-direction prompt

Create a practical visual direction for this product using the audience, topic, tone, format, and my brand information. Recommend a restrained color palette with hex codes, two commercially usable font categories, heading hierarchy, callout styles, icon/image style, spacing principles, and accessibility checks. Avoid trendy decoration that reduces readability. Explain how the design should adapt to mobile and printable pages.

What “professional” usually means

- The reader can identify where they are and what to do next.
- Body text is large enough and lines are not painfully wide.
- Important information stands out without every sentence being highlighted.
- Pages feel related even when the content type changes.
- Nothing looks stretched, blurry, crowded, cut off, or accidentally empty.

DO NOT SHRINK TEXT TO FORCE CONTENT ONTO A PAGE. Edit the content, split the concept intentionally, or change the layout.

Use a Simple Tool and Protect the Master

Preferred device: computer. Canva, Google Docs, Microsoft Word, or another familiar layout tool can create a strong first product. Choose the tool you can control and update - not the one with the most impressive marketing.

Recommended build order

1. Create the document at the intended page size. US Letter is common for printable guides; test other sizes deliberately.
2. Set margins, fonts, colors, heading styles, page numbers, and footer before placing the full draft.
3. Build reusable page layouts for teaching, process, prompt, worksheet, checklist, and milestone pages.
4. Place approved content section by section. Do not paste the entire draft and hope automatic layout works.
5. Check every page at normal zoom and on a phone-sized preview.
6. Duplicate the master before major design experiments.
7. Export test PDFs throughout the process rather than waiting until the end.

File safety

- Keep an editable master and a separate customer export.
- Use version names such as v01, v02, and FINAL-CANDIDATE rather than “new final final 2.”
- Store source images, licenses, links, and brand assets in organized folders.
- Do not edit the only copy of a template customers will receive.
- Back up the project somewhere independent of the design app.

AI CAN HELP CREATE VISUAL ASSETS, but you must check anatomy, text, logos, trademarks, realism, relevance, resolution, and commercial-use terms. Never assume “AI-generated” automatically means safe to sell.

Keep the design build separate from the Product Studio writing chat. If you need an image prompt, open a focused visual-assets chat and paste only the relevant style and page requirements.

Assume Many Customers Will Open It on a Phone

A product can look beautiful on a 27-inch monitor and become miserable on a phone. Mobile-friendly does not mean every page must use a phone-shaped canvas. It means the content remains readable, navigable, and usable without constant zooming.

Mobile checks

- Use readable body text and strong contrast.
- Avoid dense multi-column layouts for core teaching.
- Keep tables narrow; convert wide comparisons into stacked sections when needed.
- Make links large enough to tap and describe where they lead.
- Break long prompts into clearly labeled blocks.
- Keep worksheets usable digitally or explain that printing/computer use is preferred.
- Place important instructions near the tool they explain.
- Use bookmarks or a clickable contents page for longer PDFs.
- Test portrait orientation on more than one phone-sized screen.

Computer recommendation language

“You can read this product on a phone or computer. For longer writing, file organization, design, and product building, a computer is strongly recommended because it is easier to compare documents and manage files.”

Mobile usability audit prompt

Review my page/component map and exported screenshots for mobile usability. Identify text-density risks, wide tables, tiny instructions, long unbroken prompts, unclear tap targets, excessive columns, and activities better completed on a computer. Recommend layout changes without removing essential teaching.

TEST THE ACTUAL EXPORTED FILE ON YOUR PHONE. For editable files, use the same mobile app or browser a buyer is likely to use.

Deliver Clean Files Customers Can Understand

A strong product can feel amateur when the download contains confusing filenames, duplicate drafts, missing instructions, or a pile of unlabeled files. Package it as if the customer has never seen your workspace.

Suggested customer folder

- 00_START_HERE.pdf - What is included, recommended device, file instructions, and support contact.
- 01_MAIN_GUIDE.pdf - The primary learning path.
- 02_WORKBOOK.pdf - Only if separate from the guide.
- 03_TEMPLATES - Clearly named editable or printable tools.
- 04_PROMPTS.pdf - Only if a separate prompt reference improves use.
- 05_RESOURCES.pdf - Sources, links, updates, terms, or additional references.
- LICENSE_OR_TERMS.pdf - Personal/commercial use boundaries when relevant.

START HERE should explain

- The result the product is designed to help complete.
- The recommended order and approximate workload without promising a timeline for everyone.
- Which files are printable, editable, or view-only.
- How to duplicate templates without requesting access to your master.
- What software or account may be required.
- How updates or support are handled.
- What the customer may and may not share, resell, or redistribute.

Create a customer-facing file manifest for my approved product components. Recommend simple numbered filenames, the purpose of each file, the order to use them, required software, mobile limitations, and any license or support note needed. Keep the package minimal and remove duplicate components.

NEVER DELIVER YOUR PRIVATE RESEARCH, CHAT TRANSCRIPTS, MASTER DESIGN FILE, CUSTOMER DATA, UNLICENSED ASSETS, OR UNRESOLVED DRAFTS.

Use the Product Before You Sell It

You are too familiar with your own process to notice every missing step. First complete the product yourself from beginning to end. Then, when practical, ask a small number of appropriate test readers to use it and report where they become confused.

Creator self-test

- Start with the customer's actual knowledge and tools - not information stored in your head.
- Follow every instruction exactly as written.
- Copy every prompt into a fresh chat and test the response.
- Open every link and customer file.
- Complete every worksheet, checklist, template, and tracker.
- Test the product on both a phone and computer.
- Record every place where you hesitate, infer, search elsewhere, or correct an error.

Test-reader questions

- What did you believe the product would help you complete?
- Where did you feel confused or unsure what to do?
- Which instruction assumed knowledge you did not have?
- Which section felt repetitive, unnecessary, or too long?
- What tool or example helped you most?
- What did you complete by the end?
- What did you expect but not receive?
- Did any wording feel exaggerated or misleading?

FEEDBACK IS NOT A TESTIMONIAL BY DEFAULT. Ask permission before using a person's name, words, image, results, or identifying information in marketing.

Do not let one tester redesign the entire product around their personal preference. Look for failures connected to the intended audience and promised outcome.

Fix Patterns - Not Every Preference

Testing creates suggestions, but not every suggestion belongs in the product. Some feedback reveals a broken instruction; other feedback requests a different product. Sort it before revising.

Feedback categories

- **Must fix:** Incorrect information, broken files, missing steps, misleading claims, privacy or safety issues.
- **Should fix:** Repeated confusion, unclear sequence, weak examples, difficult navigation, unnecessary repetition.
- **Consider:** Preference-based design or wording changes that may help the intended audience.
- **Future product:** Requests outside the approved promise or for a more advanced stage.
- **Reject:** Changes that reduce accuracy, violate boundaries, or serve someone outside the target audience.

Feedback-sorting prompt

I will paste anonymized testing notes. Group them into MUST FIX, SHOULD FIX, CONSIDER, FUTURE PRODUCT, and REJECT. For each item, connect the feedback to the Product Promise, intended audience, evidence, and risk. Identify repeated patterns, contradictions, and the smallest responsible correction. Do not treat every suggestion as equally valid.

Retest after revision

1. Update the master draft or source file first.
2. Record what changed and why.
3. Re-export a fresh customer copy.
4. Retest the changed instruction and any dependent steps.
5. Confirm page numbers, links, contents, and file names still match.
6. Remove old exports from the delivery folder to prevent accidental upload.

A CHANGE LOG PROTECTS YOUR SANITY. Keep date, version, issue, decision, and affected files. It becomes essential when your product grows or rules change.

Run the Release Checklist

Do not use excitement as the release decision. Use a written checklist. Your product is ready when the critical requirements are met and every unresolved item has an intentional decision.

Content

- The product fulfills the approved Minimum Useful Outcome.
- The intended audience and exclusions are clear.
- Instructions, examples, actions, and completion checks are present.
- No filler, accidental duplication, or unrelated bonus remains.
- All placeholders and internal notes are removed.

Trust

- Current facts and important claims are verified.
- Sources and quotations are accurate and appropriately attributed.
- Experience, examples, and results are labeled honestly.
- No guaranteed income, fake urgency, fake testimonials, or invented credentials.
- Copyright, license, privacy, trademark, and expertise boundaries were reviewed.

Files and usability

- Every customer file opens and has a clear name.
- Pages are readable on phone and computer.
- Links, bookmarks, page references, prompts, forms, and formulas work.
- No clipping, blurry images, stretched graphics, empty spill pages, or hidden text.
- START HERE instructions match the delivered package.

RELEASE RULE: Zero unresolved critical issues. Zero [VERIFY] flags. Zero [CREATOR INPUT] placeholders. Zero customer files you did not personally open and test.

Create the Customer Copy and Protect the Master

Once quality control is complete, export the exact files customers will receive. Keep the editable sources private so you can update the product without rebuilding it.

Export checklist

1. Duplicate the approved master and label it with the release version and date.
2. Export PDF pages at high quality while keeping the file reasonably sized for download.
3. Embed or preserve fonts according to the tool and font license.
4. Confirm links remain clickable after export.
5. Check image sharpness at normal reading size.
6. Open the PDF in at least two viewers when possible.
7. Review the first page, last page, contents, several dense pages, and all worksheet pages.
8. Test the final files on your phone and computer.
9. Place only approved customer files in the delivery folder.
10. Back up the editable master, sources, licenses, and final export.

Version label example

Product Name | Version 1.0 | Last reviewed October 2026

If information may change

- State the “last reviewed” date in the product.
- Explain whether customers receive future updates.
- Maintain a source list and change log.
- Set a recurring private review date appropriate to the topic.
- Do not promise lifetime updates unless you truly intend and can support them.

FINAL DOES NOT MEAN FOREVER. Save customer-ready files in 04 - FINAL PRODUCT. This version passed your release standard and is ready for the next business stage.

Create the Record That Powers the Next Guides

The finished product is only one part of the business. Your future offer, sales page, delivery system, customer emails, content, and support should all describe the same product accurately. Create a Product Handoff Record now so those materials do not drift.

Product Handoff Record fields

- Final product name and one-sentence plain-language description.
- Intended audience, starting situation, and important exclusions.
- Minimum Useful Outcome and what the customer must do to achieve it.
- Included files and the correct use order.
- Key differentiators based on real design decisions - not empty superiority claims.
- Required tools, accounts, skill level, time commitments, and device recommendations.
- Verified factual claims and approved creator-experience statements.
- Important limitations, disclaimers, and prohibited promises.
- Support method, update policy, and version date.
- Potential content topics and customer questions discovered during creation.
- Future-product ideas intentionally excluded from this version.

Handoff prompt

Using only the approved final product information I provide, create a Product Handoff Record. Do not invent benefits, features, testimonials, urgency, scarcity, results, pricing, or guarantees. Separate confirmed product facts, creator experience, customer responsibilities, limitations, and future ideas. End with a short Context Capsule that can be pasted into a new chat for offer and sales-page work.

SAVE THIS AS FINAL_Product_Handoff_[Product_Name]_[Date] in 04 - FINAL PRODUCT. Every later business chat should receive its approved capsule instead of guessing what you built.

Do not write the sales page inside the Product Studio. Finish the handoff, save the final progress summary, and preserve this chat as the creation record.

You Built a Product - Not a Pile of AI Text

You began with an evidence-supported Product Brief. You locked one responsible result, controlled the scope, designed the customer journey, drafted in sections, added implementation tools, verified claims, tested usability, and packaged clean files. That is product development.

Completion checklist

- Product Brief, outcome, scope, architecture, outline, and page map are approved.
- Product Voice Guide and Claim Control List are complete.
- Every product section and implementation tool is approved.
- Creator examples and inputs are genuine and correctly labeled.
- Accuracy, risk, originality, copyright, and editing reviews are complete.
- Designed product is readable on mobile and computer.
- Every prompt, link, worksheet, template, file, and formula was tested.
- Customer package contains only approved deliverables; masters and source records are backed up.
- Product Handoff Record and next-chat Context Capsule are saved.

THE ADVANTAGE IS NOT THAT AI DID EVERYTHING. The advantage is that you now have a repeatable system for turning real audience needs and your knowledge into a responsible, useful product.

What comes next

In the next guide, you will turn this finished product into a clear offer: positioning, product name, value explanation, pricing logic, honest sales copy, and the information needed for your checkout and delivery system.

Do not rush past this milestone.

Open the final customer file. Read the promise. Look at what the customer can now complete. If the product is accurate, useful, easy to follow, and worthy of trust, you are ready to build the offer around it.

NEXT: GUIDE 05 - BUILD THE OFFER, PRICE, AND SALES MESSAGE