THE AI PRODUCT

PROFIT BLUEPRINT

CREATE, LAUNCH & SELL DIGITAL PRODUCT WITH AI



ASHOK SHARMA

Most people who want to earn online never finish anything. They watch videos, save posts, buy courses — and still have nothing to sell. This book fixes that. By the last page, you will have a finished digital product, a sales page, and a simple plan to get buyers.
You don't need tech skills, a big audience or money for staff. You need free AI tools, a few focused hours a week, and the steps in this book.

How to use this book: read one chapter, then do its action steps before moving on. Every chapter ends with a short checklist. Treat it like a workbook, not a novel.
What you'll build:

1. A product idea that real people want to pay for
2. A finished product (guide, prompt pack, planner or template bundle)
3. A professional cover and design
4. A sales page that explains your offer clearly
5. An email follow-up that sells while you sleep
6. A low-budget launch and traffic plan

A digital product is made once and sold again and again — no stock, no shipping, no limit on copies. That's why it's the simplest online business for a beginner.
The 6 beginner-friendly formats:

Format	Example	Typical price	Effort
Checklist / cheat sheet	Job Interview Cheat Sheet	$5–$9	Very low
Prompt pack	150 ChatGPT Prompts for Realtors	$9–$27	Low
Planner / template	Small Business Budget Planner	$7–$19	Low
Short guide / ebook	7-Day Home Workout Plan	$12–$37	Medium
Bundle	Guide + templates + prompts	$27–$67	Medium
Mini course	6 videos + workbook	$47–$197	Higher

Why AI changes the game: AI can brainstorm, outline, draft and polish in hours. What AI cannot do is know your buyer, add your real experience, or check facts. That's your job — and it's what makes your product worth paying for.

1. Specific buyer. "Meal plans for night-shift nurses" beats "healthy eating".
2. Clear result. The buyer knows exactly what changes after using it.
3. Fast win. They get something useful in the first 10 minutes.

Action checklist:

- List 5 things people often ask you for help with
- List 5 problems you solved in your own life
- Circle the 2 that excite you most



Start with a painful problem, not a product.
People pay to escape pain or save time.
Step 1 — Mine real problems (60 minutes):

- Amazon: read 3-star reviews of top books in your topic — they reveal what's missing.
- Reddit and Facebook groups: search "how do I", "struggling with", "help me".
- YouTube: read questions under popular videos.
- Etsy and Gumroad: see what already sells and at what price. Competition means demand.

Step 2 — Generate ideas with AI:
I have experience in [your field]. Give me 20 digital product ideas for
specific audiences. For each: who it's for, the painful problem, the result
they get, best format, and a fair price. Avoid broad topics.

Test	Question
Pain	Is the problem urgent or costly?
Buyer	Can I name exactly who buys it?
Proof	Are people already paying for something similar?
Reach	Can I find these buyers online easily?
Fit	Do I know enough to help, with AI's support?

Pick the highest score. Ties go to the idea you'd enjoy working on.

Step 4 — Pressure-test it:
Act as a skeptical buyer. Here's my product idea: [idea]. Why wouldn't you buy it? What would make it a must-have? How can I make it more specific?

- Research 4 sources and note 10 real problems
- Run the idea prompt and score your top 5
- Write one line: "My product helps ___ get ___ without ___."

Chapter 3: Create Your Product with AI in One Weekend

Follow this exact order. Skipping steps is why AI products feel generic.

Saturday morning — The outline (90 minutes)

I'm creating a [format] called "[title]" for [buyer] who want [result].
Create a detailed outline. Every section must lead the reader to one action.
Start with a quick win they can get in 10 minutes.

Edit the outline yourself. Remove fluff. Add one personal story or example per section.

Saturday afternoon — The draft (3–4 hours)

One section at a time. Never ask AI for the whole product in one go.

Write section [#] "[title]" from this outline for [buyer].
Use simple words,
short paragraphs, one real example, and end with 3 action steps.
Here is my personal experience to include: [your notes].

Sunday morning — Make it excellent (2 hours)

Review this as a buyer who paid $27 and expects real value. List what is vague, missing or repetitive. Then rewrite it with those fixes.

Then read it aloud. Check every fact, number and tool name yourself.

Sunday afternoon — Add the extras buyers love

- A one-page Quick Start Guide
- Fill-in worksheets or templates
- A bonus: 25 extra prompts or a checklist
-

Quality checklist:

- Quick win in the first pages
- Every section ends with actions
- Your own examples added
- Facts checked
- No repeated or filler paragraphs

Buyers judge your product by its title and cover in seconds.

Title formula: [Result] for [Buyer] in [Time or Method]

"The 30-Day Side Income Planner for Busy Parents"

"150 AI Prompts That Write Your Real Estate Listings

Give me 20 benefit-driven titles for a [format that helps [buyer] get [result].
Pick the best 3 and explain why.

Design in Canva (free):

1. Search "ebook" or "workbook" templates.
2. Use 2 fonts and 2–3 colours only.
3. Big headings, white space, one idea per page.
4. Cover: title, subtitle, one strong image, your name.
5. Make a 3D mockup for your sales page (search "book mockup").
6. Export as PDF and test on a phone.

Pricing ladder:

Level	What	Price
Core product	Your main guide	$17–$27
Order bump	Templates or prompt pack	$7–$17
Upsell	Done-for-you pack or mini course	$37–$97

An order bump and upsell can raise what each buyer spends without needing more traffic.

Action checklist:

- Final title chosen
- Cover and mockup made
- Price, bump and upsell decided

Chapter 5: Write a Sales Page That Sells Honestly

People don't buy a PDF. They buy the result your page promises — so explain it clearly and truthfully.

The 9-block sales page structure:

1. **Headline** — the result for the buyer
2. **Sub-headline** — how, and how fast
3. **The problem** — describe their frustration in their words
4. **The solution** — introduce your product
5. **What's inside** — bullets of benefits, not just features
6. **Who it's for / not for** — builds trust
7. **Bonuses** — extra value
8. **Price + guarantee** — a 30-day refund removes risk
9. **FAQ** + **final call to action**

Write a sales page for [product] for [buyer]. Use this structure: headline, sub-headline, problem, solution, what's inside, who it's for and not for, bonuses, price $[x] with 30-day guarantee, FAQ, final CTA. Simple, warm, honest. No income claims or hype.

Never do: fake testimonials, fake countdown timers, or income promises. They break trust and platform rules.

Action checklist:

- Sales page drafted
- Guarantee decided
- Read by one friend for clarity

Chapter 6: Set Up Your Sales System

Your system should take payment, deliver the product and follow up — automatically.

The simple funnel:

1. Free lead magnet page (a checklist or mini guide)
2. Thank-you page with a special offer for your product
3. Checkout with an order bump
4. Upsell page
5. Delivery email with download link
6. Follow-up email sequence for those who didn't buy

Tools like systeme.io, Gumroad or Payhip handle pages, payment and email in one place.

Follow-up email plan (7 emails over 10 days): welcome + freebie, a quick tip, a common mistake, a story, what's inside the product, a FAQ email, and a final reminder. Each email gives value first, then links to your offer.

Action checklist:

- Lead magnet ready
- Checkout, bump and upsell set
- Delivery email tested with your own purchase
- 7 follow-up emails written

Chapter 7: Get Buyers — Free and Paid Traffic

Start free to learn what works, then pay to scale what already works.

Free traffic (daily):

- One short video a day on Reels, TikTok or Shorts: one tip + "link in bio"
- Helpful answers in Facebook groups (follow each group's rules)
- Pinterest pins for planners and templates
-

My product is [title] for [buyer]. Write 30 short video scripts: a hook in the first 3 seconds, one useful tip, and a call to get my free [lead magnet].

Paid traffic (after free traffic shows interest):

- Run ads to your free lead magnet, not straight to the sales page.
- Start small, test 3 ads, keep the cheapest cost per lead, then raise budget slowly.
-

Track 5 numbers weekly: visitors, leads, cost per lead, sales, revenue. Fix the weakest number first.

Chapter 8: Grow from One Product to a Business

Your first product teaches you what your buyers want.

- Ask every buyer one question: "What do you need help with next?"
- Turn the answers into your next product.
- Bundle products into a higher-priced package.
- Keep emailing your list with useful tips every week.

Your 30-day action plan:

Week	Focus
1	Pick idea, outline and draft
2	Polish, design, write sales page
3	Set up funnel and emails, soft launch
4	Daily content, first ads, collect feedback

Disclaimer: This book is for education. It does not guarantee income. Results depend on your effort, skills and market.