

YOUR FIRST DIGITAL PRODUCT PLANNER

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Get your idea out of your head and into a plan that sells. This short, practical planner helps you define what your first digital product will be

Your First Digital Product Planner

Turn Your Idea into Something That Sells

Many professionals have great ideas that never make it past a notebook. The goal of this short planner is to change that. Your first digital product doesn't have to be perfect. It just needs to solve one clear problem for one type of person.

This planner will help you:

- Define your first product idea clearly
- Choose the right format and platform
- Plan your next steps with confidence

Whether you want to sell a guide, a mini-course, or templates, the same principles apply.

Use this as your starting point and take action today.

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Step 1: What Problem Does It Solve?

Every product exists to make something easier, faster, or clearer for someone.

Ask yourself:

1. What question do people keep asking you?
2. What do they struggle with that you have already figured out?
3. What can your product help them achieve or avoid?

Write it in one sentence:

My product helps people **[do what?]** so that they can **[get what results/transformation/outcomes?]**

Examples:

- My guide helps freelancers write professional proposals so that they can win more clients.
- My checklist helps small shop owners create a Google Business Profile so that they can get found locally.

Keep this sentence visible as you plan. It is your product's anchor.

Step 2: Who Is It For?

A product for “everyone” is a product for no one. Be clear about who will benefit most.

Think about:

- What type of person would buy this instantly?
- What do they already know, and what are they missing?
- What frustrates them about the way things are done now?

Write a short audience statement:

This product is for **[who]** who want to **[goal]** but struggle because **[reason]**.

Example:

This planner is for creative entrepreneurs who want to launch their first digital product but struggle because they feel overwhelmed by the tech.

Knowing your audience helps you speak directly to them on your sales page or in your email.

Step 3: How Will You Deliver It?

Now decide how your product will be delivered and experienced.

Common digital product types:

- **PDF Guide** – fast to create, easy to deliver
- **Template Pack** – ready-to-use resources or checklists
- **Mini-Course or Video Training** – deeper learning experience
- **Email Series** – content delivered automatically through email

You can host and sell your digital product through [Djangify](#) – your own store with full control, your branding, your data, and no platform taking a cut of your sales. Keep it simple. Your first goal is completion, not complexity.

Step 4: Price and Next Steps

Your price reflects the value and confidence you bring.

Consider:

- **£7–£15** for a short, practical PDF or checklist
- **£20–£45** for a planner or workbook
- **£50–£95** for templates or bundles

Do not underprice out of fear. A clear, useful resource that saves time is valuable.

Start small, sell it, gather feedback, and refine over time.

Next Steps

1. Choose your title and write your “problem it solves” statement.
2. Draft the outline or create the first version.
3. Set up a simple checkout using your own Djangify shop.
4. Upload and test the process.
5. Share it publicly — do not wait for perfection.

Progress builds momentum. You will learn more from one small launch than from months of thinking.

Worksheet

Step	Question	Your Answer
1	What problem does it solve?	
2	Who is it for?	
3	What result will they get?	
4	Which format will you choose?	
5	Which platform will you use?	
6	What will you charge?	
7	What is your next action?	

Final Note

Building your first digital product is the first step toward creating income from what you already know.

Keep it simple. Focus on clarity and completion. Once it is live, Djangify's guides and templates can help you refine your system, automate your delivery, and scale your sales.

<https://www.djangify.com>