



Exercise 5.B: Digital Product Launch Plan

Concept Focus: Product Validation & Digital Income

Format: Individual Work using Template

Duration: 20–25 minutes

Task

Digital products allow creatives to earn income repeatedly from work created once. In this exercise you will validate a product idea, design a product listing, and create a basic launch strategy.

Step-by-Step Instructions

Step 1: Validate Your Product Idea (6 min)

Use the **4-step validation framework**:

1. **Search existing platforms**

Look on Etsy or Gumroad for similar products.

Are people already selling it? How many sales do they have?

2. **Ask your audience**

Post or ask:

"I'm thinking of creating [product]. Would this be useful?"

3. **Test pre-sales**

Offer the product at a reduced early price before finishing it.



4. Define the Minimum Viable Version

What is the **smallest useful version** you can release first?

Write what each step revealed.

Step 2: Write Your Product Listing (7 min)

Create the structure of your first product listing.

Include:

Headline

What it is + who it is for

Example:

“Canva Social Media Templates for Small Cafés — 24 Editable Posts”

Problem Statement

What challenge does the product solve?

What's Included

List exactly what the buyer receives.

Example:

- 24 Canva templates

Module- 5



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- Colour palette guide
- 30-day content calendar

Testimonial

Add a placeholder or real feedback.

Call to Action

Example:

“Download instantly after purchase. Works with a free Canva account.”

Step 3: Choose Your Selling Platform (5 min)

Select one platform where you will sell your product.

Options include:

- Gumroad
- Etsy
- Patreon
- Teachable



Create a **free account** and list your product idea.

Step 4: Draft Your 4-Week Content Plan (7 min)

Use the **4-post weekly framework**:

Post Type	Purpose
Educate	Share a useful tip or insight
Showcase	Demonstrate your work or process
Convert	Present the product and explain its value
Connect	Personal story or creative perspective

Write captions for at least:

- one **Educate post**
- one **Convert post**

Let's Reflect

- What validation signals showed real interest in your product?
- Which part of writing the product listing was most challenging?
- What would make you confident enough to launch version 1?

