

FROM PRODUCT IDEA TO FIRST LISTING, STEP BY STEP

Digital Product Shop Launch Workbook

Choose a product, check the market honestly, make it well, price it, write the listing, handle licensing and delivery, and plan your launch.

US Letter · Free sample

Shop name

First product

Start date

My Skills and Interests

The best first product sits where what you know, what you enjoy, and what people need overlap.

Things I know how to do well

Topics I enjoy (and could keep making for months)

Problems people around me complain about

Products I have bought or wished existed

Product type	Could I make it well?	Do I want to?	Notes
Printable planner or tracker			
Checklist or worksheet pack			
Template (document, spreadsheet, design)			
Guide, mini-course or ebook			
Art, stickers or wall prints			

Idea Scorecard

Score up to four ideas from 1 (weak) to 5 (strong). Scores are your own judgment. Use them to compare, not to predict sales.

Question	Idea A	Idea B	Idea C	Idea D
I can make a great version				
I would enjoy making it				
It solves a clear problem				
I can describe the buyer in one sentence				
I can finish a first version in 2-4 weeks				
I have rights to all content and fonts				
I can make it different, not a copy				
It can grow into a series or bundle				
Total				

My choice

Idea I will make first

Backup idea

Why

Decision date